STIC Search Report
EIC 2600

USPTO — Scientific & Technical Information Center

TO: Scott Beliveau Location: PK2 6C41 Art Unit : 2614 Friday, February 13, 2004 Case Serial Number: 09/264432	**From: Vamshi Kalakuntla** Location: EIC 2600 PK2-3C03 Phone: 306-0254 Vamshi.kalakuntla@uspto.gov

Search Notes

Dear Scott Beliveau;

Attached please find the results of your search request 09/264432.
I used the search strategy I emailed to you to edit.
I searched the standard Dialog files, IBM TDBs, IEEE, DTIC STINET, and the internet.

If you would like a re-focus please let me know.
Please feel free to contact me if you have questions or concerns. Thank you and have a great day.

Please take a moment and fill out the attached feedback form. Thank you.

sira
Search and Information
Resources Administration

STIC Search Results
Feedback Form

Questions about the scope or the results of the search? Contact *the EIC searcher or contact:*

Pamela Reynolds, EIC 2600 Team Leader
306-0255, CPK2-3C03

Voluntary Results Feedback Form

➤ *I am an examiner in Workgroup:* ☐ *Example: 2612*

➤ *Relevant prior art* **found,** *search results used as follows:*

☐ 102 rejection

☐ 103 rejection

☐ Cited as being of interest.

☐ Helped examiner better understand the invention.

☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

☐ Foreign Patent(s)

☐ Non-Patent Literature
(journal articles, conference proceedings, new product announcements etc.)

➤ *Relevant prior art* **not found:**

☐ Results verified the lack of relevant prior art (helped determine patentability).

☐ Results were not useful in determining patentability or understanding the invention.

Comments:

Drop off or send completed forms to STIC/EIC 2600 CPK2 3C03

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Search and Information
Resources Administration

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Set	Items	Description
S1	102	AU=(GOLDMAN, P? OR GOLDMAN P?)
S2	9	AU=(KILLIANEY, M? OR KILLIANEY M?)
S3	33	AU=(ZIGMOND, D? OR ZIGMOND D?)
S4	66	CO=WEBTV
S5	79	(S1 OR S2 OR S3 OR S4) AND IC=(G06F-017/60 OR H04N-007/025 OR H04N-007/10 OR G06F-003/00 OR H04N-005/445 OR G06F-013/00 - OR H04N-007/173)
S6	11	S5 AND (LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK()STATI-ON? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ?) OR (TEMP OR TEMPORARY OR LOCAL)(3N)(-HARDDRIVE? ? OR HARD()(DRIVE? ? OR DISK? ? OR DISC? ?...
S7	11	IDPAT (sorted in duplicate/non-duplicate order)
S8	11	IDPAT (primary/non-duplicate records only)
S9	93	(S1 OR S2 OR S3 OR S4) AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET)()(TEL-EVISION? ? OR TV? ?))
S10	14091	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING)()(IN OR INTO) OR ENCLOS? OR REPL-AC?)(5N)(AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMO-TION? ? OR COMMERCIAL? OR COMERCIAL?)
S11	1	S9(S)S10
S12	1649	(OVERLAP? OR OVERLAY? OR OVERWRIT?)(5N)(AD? ? OR ADVERTI? - OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? OR C-OMERCIAL?)
S13	0	S12(S)S9
S14	1	S12 AND S9
S15	1	S14 NOT S11
S16	3	S6(S)(AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMO-TION? ? OR COMMERCIAL? OR COMERCIAL?)
S17	2	S16 NOT (S14 OR S15)
S18	2	IDPAT (sorted in duplicate/non-duplicate order)
S19	2	IDPAT (primary/non-duplicate records only)

TECHNIQUES FOR INTELLIGENT VIDEO AD INSERTION
TECHNIQUES D'INSERTION INTELLIGENTE D'ANNONCES PUBLICITAIRES VIDEO

Detailed Description
...   the selected advertisement and the criteria used to select the
  advertisement are described in greater detail below.

  Examples of the structure and functions of household **advertisement
  insertion** device 60 are also described in greater detail below. In one
  embodiment of the invention, the **ad insertion** device is embodied in a
  special purpose computer located at the household where the selected
  advertisements are displayed. In a particular embodiment of the
  invention, the special purpose computer embodying the **ad insertion**
  device 60 is a home
  entertainment system component known as a **WebTV** box available from
  WebTV
  Networks, Inc. of Palo Alto, California. In particular, the **WebTV** box
  may be adapted to perform the functions described herein for selecting
  and displaying advertisements at the household level.

  In other embodiments of the invention...the viewer based on current and
  past viewing habits.
  Because one implementation utilizes a WebTV box, a mechanism to transmit
  viewer response information from the **ad insertion** device is provided,
  such as phone lines, cable modems, Internet or World Wide Web
  connections, etc. For example, viewer response statistics may be
  collected on a World Wide Web site, compiled, sent, or made available,
  all automatically, using existing technology or with little user
  intervention. In 5 implementations using **ad insertion** devices that
  are not embodied in a **WebTV** box, the data channel for sending viewer
  response statistics may also include phone lines, cable modems, or
  Internet or World Wide Web connections.

  Figure 5 further illustrates the components and operation of an **ad
  insertion** device according to the invention. In particular, Figure 5

illustrates an embodiment of the invention wherein a plurality of advertisements are periodically delivered to the **ad insertion** device and are stored therein in preparation for selection and display of one or more of the **advertisements** . **Ad insertion** device 80 may advantageously be a **WebTV** box having been adapted to include the structure and perform the functions described herein.

Ad insertion device 80 includes means for storing household data, which ...monitoring the times of day that programming is watched, the amount of time spent viewing particular channels, preferred types of programming, etc, In some embodiments, **ad insertion** device 80 is included in a home entertainment system component such as a **WebTV** box that also has Internet and World Wide Web browsing capabilities.

Monitoring preferred Internet sites may provide useful

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00741138   **Image available**
**SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL
SYSTEM DISPLAY**
**SYSTEME ET PROCEDE D'INSERTION DE PUBLICITES DANS UN AFFICHEUR DOTE D'UN
SYSTEME DE RECUPERATION D'INFORMATIONS**
Patent Applicant/Assignee:
  WEBTV NETWORKS INC, 1065 La Avenida Ave, Mountain View, CA 94025, US,
    US (Residence), US (Nationality
Inventor(s):
  GOLDMAN Phillip Y , 400 Fir Lane, Los Altos, CA 94024, US
  KILLIANEY Michael A , 1105 Shoal Drive, San Mateo, CA 94404, US
  ZIGMOND Daniel J , 5020 Tolt River Road, Carnation, WA 98014, US
Legal Representative:
  NYDEGGER Rick D, Workman, Nydegger & Seeley, 1000 Eagle Gate Tower, 60
    East South Temple, Salt Lake City, UT 84111, US
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200054504 A1 20000914 (WO 0054504)
  Application: WO 2000US5326 20000301   (PCT/WO US0005326)
  Priority Application: US 99264432 19990308
Designated States: JP
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
Publication Language: English
Filing Language: English
Fulltext Word Count: 9517

Patent Applicant/Assignee:
  WEBTV NETWORKS INC...
Inventor(s):
  GOLDMAN Phillip Y ...

...US
  KILLIANEY Michael A ...

...US
  ZIGMOND Daniel J ...
Fulltext Availability:
  Detailed Description

Detailed Description
..·. perform certain steps of the present invention that will be more
  specifically disclosed hereinafter.

  In one embodiment of the invention, client system 10 is a **WebTV** client
  box manufactured by. **WebTV** Networks, Inc. of Palo Alto, California. One
  reason that **WebTV** client boxes may be conveniently used with the
  invention is that they include television interface features that combine
  Internet browsing with television viewing.

  For example, the display device that is typically used to graphically
  display Web resources retrieved by a **WebTV** system is a conventional
  television. Furthen-nore, **WebTV** client boxes may be adapted to monitor
  television viewing habits as further disclosed herein. Alternatively,
  client system 10 may be any of a variety of systems for providing access
  to the Internet or other information retrieval systems. When a **WebTV**
  client box is used as client system 10, the network architecture

illustrated in Figure I may further include a dedicated server 50, which is dedicated to providing information specifically to **WebTV** clients boxes.

The elements of client system 10 are not limited to those depicted in Figure 2.

For example, the invention may be used with...is adapted or otherwise capable of transmitting information included in user profile 54 as further described herein. For example, when client system 10 is a **WebTV** client box, Internet browser 56 is the Internet browser typically included in **WebTV** client boxes, with the browser being adapted to transmit user profile information. The Internet browser 54 included in client system 10 is one example of...

...user enters commands to client system using input device 58, thereby requesting an information document from remote server 16. When client system 10 is a **WebTV** client box, input device 58 may be a handheld remote control device or a wireless keyboard that allows the user to select and retrieve desired...remote server 116 to Internet service provider 160 may include a vacant field or anther location to which the selected advertisement may be added. Second, **advertisement** insertion module 176 may **overwrite** an **advertisement** already included in the requested information
document, thereby replacing the existing advertisement with the selected advertisement.

The requested information document, including the selected advertisement, is...

?

First, the receiver stores an advertisement template in **local memory** (step 605). The receiver can obtain the resource from any number of information sources, such as from a server on the Internet, from a broadcast signal, or from a **local memory** device, such as a hard-disk drive or CD-ROM drive.

In one embodiment, the templates are Web pages (e.g., HTML or XML pages...the advertisement template (step 620), the receiver determines whether the resource identifier associated with the advertisement summary matches that of an advertisement template stored in **local memory** (decision 630). If not, the receiver disregards the **advertisement** summary (step 640) and continues monitoring the broadcast channel. In another embodiment, templates not found on the receiver can be retrieved from a remote server ...

Claim
... signal source configured to broadcast a video signal
in a broadcast video channel;
b. a receiver tuned to receive the video signal and including local
memory , wherein the **local memory** includes an **advertisement**
template;
C. means for embedding an **advertisement** summary addressed to
the **advertisement** template in the video signal.

15 The system of claim 14, wherein the receiver is configured to combine information provided in the advertisement summary with...

 19/3,K/2   (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00535367   **Image available**
TECHNIQUES FOR INTELLIGENT VIDEO AD INSERTION
TECHNIQUES D'INSERTION INTELLIGENTE D'ANNONCES PUBLICITAIRES VIDEO
Patent Applicant/Assignee:
 WEBTV NETWORKS INC,
Inventor(s):
 ZIGMOND Daniel J,
 GOLDMAN Phillip Y,
Patent and Priority Information (Country, Number, Date):
 Patent: WO 9966719 A1 19991223
 Application: WO 99US13372 19990614 (PCT/WO US9913372)
 Priority Application: US 9894851 19980615
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
 FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
 LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
 UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM
 AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM
 GA GN GW ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 12997
Fulltext Availability:
 Detailed Description

Detailed Description
... a limited number of advertisements. The advertisements are filtered by
 ad filter device 84 according to the ad selection criteria stored at
 storage location 83.

Advertisement repository 86 contains a **cache** of delivered **advertisements** that optionally have been prefiltered. Accordingly, **advertisement** repository 86 is but one example of means for storing a plurality of **advertisements** . 1Advertisement repository 86 may comprise any computer readable medium capable of storing digitally encoded video programming and later making the encoded programming available for display to...

19/3,K/1   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00768024   **Image available**
METHODS AND APPARATUS FOR BROADCASTING INTERACTIVE ADVERTISING USING REMOTE
    ADVERTISING TEMPLATES
TECHNIQUES ET APPAREIL DE DIFFUSION DE PUBLICITE INTERACTIVE UTILISANT DES
    MODELES PUBLICITAIRES A DISTANCE
Patent Applicant/Assignee:
  WEBTV NETWORKS INC, 1065 La Avenida Avenue, Mountain View, CA 94043, US,
    US (Residence), US (Nationality)
Inventor(s):
  BLACKKETTER Dean J, 106 Saturn Street, San Francisco, CA 94114, US
  ZIGMOND Daniel J, 5020 Tolt River Road, Carnation, WA 98014, US
  BERNARDI Sandra R, 25299 La Loma Drive, Los Altos Hills, CA 94022, US
  PARK Timothy F, 319 Laurel Avenue, Menlo Park, CA 94025, US
Legal Representative:
  NYDEGGER Rick D, Workman, Nydegger & Seeley, 1000 Eagle Gate Tower, 60
    East South Temple, Salt Lake City, UT 84111, US
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200101686 A1 20010104 (WO 0101686)
  Application: WO 2000US17587 20000627 (PCT/WO US0017587)
  Priority Application: US 99345223 19990630
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
  FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
  LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
  UG UZ VN YU ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 5400

Fulltext Availability:
  Detailed Description
  Claims

Detailed Description
... 440 via an Internet connection, the VBI, or by any other conventional
    means. Once set-top box 440 has I 0 advertisement template 465 in **local
    memory** , broadcaster 405 can broadcast an **advertisement** summary
    directed to template 465. Receiver 417 can then combine the information
    in the **advertisement** summary with that of template 465 to create and
    display a custom **advertisement** (e.g., custom **advertisement** 460).
    Advertisement template 465 is relatively simple: other, more complex,
    1 5 templates can easily be imagined. Such templates can be sufficiently
    complex that the...date that the template was last used. Templates that
    have not been used for a specified time can then be deleted to save space
    in **local   memory** .

    ADVERTISEMENT SUMMARIES
    Advertisement summaries are trigger messages, or "triggers," broadcast to
    receivers of broadcast video. Such triggers generally instruct receivers
    to take a specific action...a method performed by a receiver configured,
    in accordance with the invention to respond to advertisement summaries.

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Set   Items   Description
S1   6711   (INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT
                 OR STICK OR FILL OR FILLING)()(IN OR INTO) OR ENCLOS? OR REPL-
                 AC?)(3N)(AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMO-
                 TION? ? OR COMMERCIAL? OR COMERCIAL?)
S2   2338   (PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFORE-
                 HAND OR ANTECENDENT OR PREVIOUS)(5W)DISPLAY?
S3   506382   (PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT?
                 ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?)(5N)(USER? ? OR SUB-
                 SCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S4   0   S1 AND S2 AND S3
S5   0   S1 AND S2
S6   54   S1 AND S3
S7   0   S6 AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ?
                 OR (WEB OR PC OR CYBER OR INTERNET)()(TELEVISION? ? OR TV? ?))
S8   0   S6 AND (LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK()STATI-
                 ON? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR
                 LAPTOP? ? OR DESKTOP? ?) OR (TEMP OR TEMPORARY OR LOCAL)(3N)(-
                 HARDDRIVE? ? OR HARD()(DRIVE? ? OR DISK? ? OR DISC? ?...
S9   52   S1 AND (LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK()STATI-
                 ON? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR
                 LAPTOP? ? OR DESKTOP? ?) OR (TEMP OR TEMPORARY OR LOCAL)(3N)(-
                 HARDDRIVE? ? OR HARD()(DRIVE? ? OR DISK? ? OR DISC? ?...
S10   0   S1(10N)((PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR
                 BEFOREHAND OR ANTECENDENT OR PREVIOUS)(5W)DISPLAY?)
S11   13   S6 AND (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NE-
                 TWORK? OR NET OR WEB OR WWW OR INTERNET)
S12   13   RD S11 (unique items)
S13   8   S12 NOT PY>1999

```
 S14        3    S13 NOT (SWINE()BREEDING()STRUCTURE OR RAT()HYPOGLOSSAL OR
                 AIR()FORCE OR LISP(3N)ADA)
 S15     1568    (OVER()(LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR
                 WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRIT? OR IN-
                 LAY OR COVERS)(3N)(AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ?
                 OR PROMOTION? ? OR COMMERCIAL? OR COMERCIAL?)
 S16        0    S15 AND S2
 S17       10    S15 AND S3
 S18        9    RD S17 (unique items)
 S19        7    S18 NOT PY>1999
 S20        0    S19 AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ?
                 OR (WEB OR PC OR CYBER OR INTERNET)()(TELEVISION? ? OR TV? ?-
                 ))
 S21       35    RD S9 (unique items)
 S22       31    S21 NOT PY>1999
 S23        8    S22 AND (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR N-
                 ETWORK? OR NET OR WEB OR WWW OR INTERNET)
 S24        0    S22 AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ?
                 OR (WEB OR PC OR CYBER OR INTERNET)()(TELEVISION? ? OR TV? ?-
                 ))
 S25        8    RD S23 (unique items)
 S26        2    S25 AND (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR
                 PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
 S27      620    AU=(GOLDMAN, P? OR GOLDMAN P?)
 S28        0    AU=(KILLIANEY, M? OR KILLIANEY M?)
 S29       16    AU=(ZIGMOND, D? OR ZIGMOND D?)
 S30       13    CO=WEBTV
 S31        0    (S27 OR S29 OR S30) AND (S1 OR S15)
```

14/3,K/1   (Item 1 from file: 2)
DIALOG(R)File   2:INSPEC

01237161   INSPEC Abstract Number: C78023345
 Title: Online **interactive data management system (DORIS-1)**
  Author(s): Oda, K.; Ohnuma, K.; Murata, K.; Saito, M.; Murai, T.
  Author Affiliation: NTT, Tokyo, Japan
  Journal: Electrical Communication Laboratories Technical Journal
vol.26, no.12   p.3353-80
  Publication Date: 1977 Country of Publication: Japan
  CODEN: TJECAS ISSN: 0415-3200
  Language: Japanese
  Subfile: C

 Title: Online **interactive data management system** (DORIS-1)
  Abstract: DORIS-1 has been developed for common use of information
retrieval and business data management processing. It has been **put   into**
  commercial use since March 1976 as a library program in DEMOS-E system.
It is composed of six packages and five subroutines, and provides full
capabilities to manipulate **user** 's data base. The major **characteristics**
are as follow. A **subscriber** can use these packages without programming.
DORIS-1 can process data base created by user's program, and user's program
also can process interchangeably...
  ...Identifiers: **online** database

14/3,K/2   (Item 1 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.

00468309   97PW08-031
   Juno 1.23
   Levine, Daniel B
   PC World , August 1, 1997 , v15 n8 p178, 1 Page(s)
   ISSN: 0737-8939
   Company Name: Juno **Online** Services
   Product Name: Juno

   Company Name: Juno **Online** Services
   Presents a mixed review of Juno 1.23 (free), an e-mail program from Juno
 Online Services (800). The program does not require the user to have an
e-mail account, as it is paid for by **advertisers** who **insert** their
messages into e-mail. It is easy to install and use, so it may be a good
choice for beginners. Setup requires new users to fill out a questionnaire
giving details on their **consumer** **habits** , hobbies, household income, and
similar details. This is an e-mail service only, it cannot access the **Web**
or use other **Internet** features. The program does provide spell-checking
for outgoing messages and folders for incoming ones, but it lacks filters,
search tools, and other features needed...
   Descriptors: Electronic Mail; **Internet**
   Identifiers: Juno; Juno **Online** Services

14/3,K/3   (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)

06228390

New services likely to eliminate broadcast TV
   MALAYSIA: **NET**   BECOMING FUTURE ADVERTISING HOPE
The Star (XAT)   14 Nov 1995   Business P.9
Language: ENGLISH

   MALAYSIA: **NET**   BECOMING FUTURE ADVERTISING HOPE

... of Microelectronics Systems (MIMOS), consumers will gradually have the
choice   to   eliminate   advertisements   from their programmes through
video-on-demand service which is tailored to **consumer**   **preference** . The
convergence between   computers and broadcasting is expected to lead to the
death of boradcast TV, thus the disappearance of television advertisement.
Therefore, the alternative and more effective way to advertise in the
future will be through the   **Internet** . With a base of 50 mn users
world-wide   the   **Net**   will promise a good coverage. Consequently,
advertising   on the **Net** will be **replacing** television **advertisement**   in
the future with the ever advancement of technology. Therefore the most
efficient   way of advertising in the future will be through the **Net** . And
with a base of 50 mn users world-wide, advertising will be guaranteed of a
good coverage. Consequently, advertising on the **Net** will be **replacing**
 television   **advertisement**   in the future with the ever advancement of
technology.

COMPANY: **INTERNET** ; MIMOS; MALAYSIAN INSTITUTE OF MICROELECTRONICS
SYSTEMS
?

26/3,K/1   (Item 1 from file: 2)
DIALOG(R)File   2:INSPEC

6442915   INSPEC Abstract Number: C2000-02-4240-003
 Title: Cache **behavior prediction by abstract interpretation**
   Author(s): Ferdinand, C.; Martin, F.; Wilhelm, R.; Alt, M.
   Author Affiliation: Fachbereich Inf., Saarlandes Univ., Saarbrucken,
Germany
   Journal: Science of Computer Programming Conference Title: Sci. Comput.
Program. (Netherlands)   vol.35, no.2-3   p.163-89
   Publisher: Elsevier,
   Publication Date: Nov. 1999 Country of Publication: Netherlands
   CODEN: SCPGD4 ISSN: 0167-6423
   SICI: 0167-6423(199911)35:2/3L.163:CBPA;1-R
   Material Identity Number: B957-1999-007
   U.S. Copyright Clearance Center Code: 0167-6423/99/$20.00
   Conference Title: International Static Analysis Symposium
   Conference Date: 24-26 Sept. 1996   Conference Location: Aachen, Germany
   Language: English
   Subfile: C
   Copyright 1999, IEE

   Title: Cache **behavior prediction by abstract interpretation**
   ...Abstract: is semantics-based, that is, it computes approximative
properties of the semantics of programs. On this basis, it allows for
correctness proofs of analyses. It **replaces** commonly used **ad** hoc
techniques by systematic, provable ones, and it allows the automatic
generation of analyzers from specifications as in the Program Analyzer
Generator (FAG). In this paper, abstract interpretation is applied to the
problem of predicting the **cache** behavior of programs. Abstract semantics
of machine programs are defined which determine the contents of caches. For
interprocedural analysis, existing methods are examined and a new approach
that is especially tailored for the **cache** analysis is presented. This
allows for a static classification of the **cache** behavior of memory
references of programs. The calculated information can be used to sharpen
worst-case execution time estimations. It is possible to analyze
instruction...
   Descriptors: **cache** storage...

   ...semantic **networks**
   Identifiers: **cache** behavior prediction...

   26/3,K/2   (Item 2 from file: 2)
DIALOG(R)File   2:INSPEC

01480731   INSPEC Abstract Number: B80016006
 Title: **ChARD-3 frequency-digital apparatus for strain measurement in rapid
processes**
   Author(s): Kuznetsov, G.I.; Beketov, N.P.; Glazkov, A.M.; Kravchenko,
A.N.; Ratanov, G.S.; Timofeev, V.N.
   Journal: Pribory i Tekhnika Eksperimenta   vol.21, no.6   p.208
   Publication Date: Nov.-Dec. 1978 Country of Publication: USSR
   CODEN: PRTEAJ ISSN: 0032-8162
   Translated in: Instruments and Experimental Techniques   vol.21, no.6,
pt.2   p.1685-6
   Publication Date: Nov.-Dec. 1978   Country of Publication: USA

Abstract: The apparatus is intended for **remote** measurement of rapidly
changing one-shot and periodic processes with the aid of resistance strain
gauges that sense the measured parameters, for operational representation
and registration of the data in analog and digital form by **commercial**
instruments, and for · **insertion** of the data into a computer through a
connecting line or punched tape. The operation is based on controlling the
output signal of a strain...

... RK-50 coaxial cable to a distance up to 500 m, converting it into a
sequence of coded data, and memorizing them in a semiconductor **buffer**
storage, from which they are read out to external devices. Provision is
made for automatically calibrating the measurement channel, for the
correction of the additive...
    ...Identifiers: **remote** measurement...

...semiconductor **buffer** storage
?

File 344:Chinese Patents Abs Aug 1985-2003/Nov
          (c) 2003 European Patent Office
File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)
          (c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200410
          (c) 2004 Thomson Derwent

? ds

Set	Items	Description
S1	1964	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING)()(IN OR INTO) OR ENCLOS? OR REPLAC?)(3N)(AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S2	135	(OVER()(LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRIT? OR INLAY OR COVERS)(3N)(AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S3	1006	WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET)()(TELEVISION? ? OR TV? ?)
S4	26093	(PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT? ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?)(5N)(USER? ? OR SUBSCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S5	7027	(PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFOREHAND OR ANTECENDENT OR PREVIOUS)(5W)DISPLAY?
S6	30	(S1 OR S2) AND (LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK()STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ? OR CLIENT?) OR (TEMP OR TEMPORARY OR LOCAL)(3N)(HARDDRIVE? ? OR HARD()(DRIVE? ? OR...
S7	1	S6 AND (S3 OR S4 OR S5)
S8	0	S7 NOT COMMERCIAL()EQUIPMENT
S9	4	(S1 OR S2) AND S3
S10	4	IDPAT (sorted in duplicate/non-duplicate order)
S11	4	IDPAT. (primary/non-duplicate records only)
S12	3	(S1 OR S2) AND S5
S13	3	S12 NOT (S11 OR S7)
S14	16	S6 AND (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NETWORK? OR NET OR WEB OR WWW OR INTERNET)
S15	15	S14 NOT (S7 OR S9 OR S13)
S16	7	S6 AND CLIENT?
S17	0	S16 NOT S14
S18	14	S6 AND IC=(G06F-017/60 OR H04N-007/025 OR H04N-007/10 OR G06F-003/00 OR H04N-005/445 OR G06F-013/00 OR H04N-007/173)
S19	2	S18 NOT S14

DIALOG(R)File 350:Derwent WPIX
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015451935   **Image available**
WPI Acc No: 2003-514077/200348
XRPX Acc No: N03-408013
   **Advertising and content management e.g. for Internet etc., where
   advertising and content categorized may be overridden by an advertiser
   desiring to pay a premium**
Patent Assignee: BELLSOUTH INTELLECTUAL PROPERTY CORP (BELL-N)
Inventor: MATZ W R; SWIX S R
Number of Countries: 102 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200352551	A2	20030626	WO 2002US39655	A	20021211	200348	B

Priority Applications (No Type Date): US 200120779 A 20011214
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 200352551	A2 E 22	G06F-000/00	

   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
   IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
   OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN
   YU ZA ZM ZW
   Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
   GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SI SK SL SZ TR TZ UG ZM
   ZW

Abstract (Basic):
...   Method involves an advertiser, desiring to override a scheduled
   advertisement, contacting a network provider and **replacing** the
   scheduled **advertisement** if a series of checkpoints are satisfied. It
   includes making replacement decisions based upon marketing tools such
   as programming ratings collection and analysis systems.
...   For **Internet** , **television** , and radio...

DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014616425   **Image available**
WPI Acc No: 2002-437129/200247
XRPX Acc No: N02-344098
   **Quiz game apparatus receives text input from each player in response to
   quiz question that is in form of multiple choice questions**
Patent Assignee: CORREA N H (CORR-I); PRADHAN A A (PRAD-I); UBALE A G
   (UBAL-I); UBALE S A (UBAL-I)
Inventor: CORREA N H; PRADHAN A A; UBALE A G; UBALE S A
Number of Countries: 028 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
EP 1195184	A2	20020410	EP 2001308602	A	20011009	200247	B
US 20020042293	A1	20020411	US 2001968427	A	20011001	200247	
ZA 200103659	A	20020130	ZA 20013659	A	20010507	200247	

Priority Applications (No Type Date): IN 2000MU910 A 20001009

Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
EP 1195184   A2 E   26 A63F-013/12
    Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
    LI LT LU LV MC MK NL PT RO SE SI TR
US 20020042293 A1   A63F-013/00
ZA 200103659 A   71 A63F-000/00

Abstract (Basic):
...   establishes a virtual universe for the quiz game, that can be
    accessed by multiple players through electronic networks. The system
    provides quiz questions (Q) and **inserted   advertisements** , for each
    of the players. A text input is received from the players in response
    to the quiz question which is in the form of...
...   For playing quiz games on electrical or electronic network such
    as television, WAP, radio, print media and other network media
    including **web - TV** WAP, telephone video conferencing, set top boxes,
    central computer system, etc...

11/3,K/3   (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014136878   **Image available**
WPI Acc No: 2001-621089/200172
XRPX Acc No: N01-463445
    Advertising method in internet   television **broadcast, involves
    broadcasting program with insertion of corresponding selected program to
    viewer, automatically, when user selects a program for viewing**
Patent Assignee: TOYOTA M (TOYO-I)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2001229105 A   20010824 JP 200037648   A   20000216 200172 B

Priority Applications (No Type Date): JP 200037648 A 20000216
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
JP 2001229105 A   11 G06F-013/00

    Advertising method in internet   television **broadcast, involves
    broadcasting program with insertion of corresponding selected program to
    viewer, automatically, when user selects a program for viewing**
Abstract (Basic):
...   A viewer beforehand performs selection of **advertisement** to be
    inserted in a program that is broadcast from a broadcasting station to
    communication terminal device through communication network and
    registers it in memory. When the user...
...   For distribution of advertisement as per requirement of user in
    internet   television broadcasting...

...Enables **inserting   advertisement** suitably as per requirement of
    viewer in **internet   television** program. Since advertisement can be
    easily chosen using search key, enquiry of broadcasting station can be
    responded within short time...

11/3,K/4   (Item 4 from file: 350)
DIALOG(R)File 350:Derwent WPIX

012712120   **Image available**
WPI Acc No: 1999-518233/199943
XRPX Acc No: N99-385416
   Channel banner convergence system
Patent Assignee: AMIGA DEV LLC (AMIG-N)
Inventor: WUGOFSKI T D
Number of Countries: 022   Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9935833	A1	19990715	WO 99US99	A	19990105	199943	B
AU 9921029	A	19990726	AU 9921029	A	19990105	199952	
US 6567106	B1	20030520	US 982733	A	19980105	200336	

Priority Applications (No Type Date): US 982733 A 19980105
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 9935833	A1	E	27	H04N-005/445	

   Designated States (National): AU CA JP
   Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU
   MC NL PT SE

Patent No	Kind	Main IPC	Filing Notes
AU 9921029	A	H04N-005/445	Based on patent WO 9935833
US 6567106	B1	G06F-003/14	

Abstract (Basic):
...   System is for a convergence system with channel **banner**
   overlay used in multimedia **PC** - **TV** devices...

?

13/3,K/1 　　(Item 1 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

05728263　　**Image available**
INFORMATION DISTRIBUTION MEDIUM AND INFORMATION DISTRIBUTING METHOD

PUB. NO.:　　10-011363　[JP 10011363　A]
PUBLISHED:　January. 16, 1998 (19980116)
INVENTOR(s):　NONAKA NAOMICHI
　　　　　　　YAMAGISHI JUNKO
　　　　　　　SAKAO HIDEKI
　　　　　　　KAMIMAKI HIDEKI
　　　　　　　KONDO NOBUKAZU
APPLICANT(s):　HITACHI LTD [000510] (A Japanese Company or Corporation), JP
　　　　　　　(Japan)
APPL. NO.:　　08-167498　[JP 96167498]
FILED:　　　June 27, 1996 (19960627)

ABSTRACT
PROBLEM TO BE SOLVED: To provide inexpensive information and protect the
copyright of the information provider by confirming the contents before a
purchase and **inserting** effective **advertisement** information...

... obtained key information in the key information storage area 1130 to
give the limitation of the use, thereby making it possible to confirm the
contents **before** a purchase. An advertisement **display** inhibition key
1132 is provided as the key information 1130, and advertisement information
is also displayed forcibly when the unopen information 1120 is displayed
unless...

13/3,K/2　　(Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015562254　　**Image available**
WPI Acc No: 2003-624410/200359
　Method for offering insertion **type** advertisement **in internet gis**
Patent Assignee: INFRA INFORMATION TECH CO LTD (INFR-N)
Inventor: KIM G Y
Number of Countries: 001　Number of Patents: 001
Patent Family:
Patent No　　Kind　Date　　Applicat No　Kind　Date　　Week
KR 2003038019　A　　20030516　KR 200169424　A　　20011108　200359　B

Priority Applications (No Type Date): KR 200169424 A 20011108
Patent Details:
Patent No　Kind Lan Pg　Main IPC　　Filing Notes
KR 2003038019 A　　　1 G06F-017/60

　Method for offering insertion **type** advertisement **in internet gis**

Abstract (Basic):
　...　　　An **insertion** type **advertisement** method is provided to output
　advertisement **before** a searched geographic map is **displayed** so that
　it can enhance an interest on the advertisement from a user.

13/3,K/3   (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014315477   **Image available**
WPI Acc No: 2002-136179/200218
XRPX Acc No: N02-103212
   Communication network connection terminal equipment has advertising
   information memory device which stores, at least one round, advertising
   information to display before content is displayed
Patent Assignee: FIC HANBAI KK (FICH-N); YANO KEIZAI KENKYUSHO KK (YANO-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2001357289 A   20011226 JP 2000176403   A   20000613 200218 B

Priority Applications (No Type Date): JP 2000176403 A 20000613
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2001357289 A   6 G06F-017/60

   Communication network connection terminal equipment has advertising
   information memory device which stores, at least one round, advertising
   information to display before content is displayed
Abstract (Basic):
...   display (D) through a display control device (4). An advertising
   information memory device (1) stores, at least one round, an
   advertising information to the display before the content is
   displayed .
...   Allows reliable advertisement observation, which has area
   property e.g. conventional newspaper insertion advertisement , on a
   communication network connection terminal due to the advertising
   information memory device...
?

07809000   **Image available**
DEVICE FOR INFORMATION MANAGEMENT **NETWORK** **SERVER** AND METHOD RELATED TO
IT

PUB. NO.:   2003-303105 [JP 2003303105 A]
PUBLISHED: October 24, 2003 (20031024)
INVENTOR(s):   LANDSMAN RICK W
                LEE WEI-YEH
APPLICANT(s):   UNICAST COMMUNICATIONS CORP
APPL. NO.:   2003-044253 [JP 200344253]
                Division of 2000-550046 [JP 2000550046]
FILED: May 14, 1999 (19990514)
PRIORITY: 98 080165 [US 9880165], US (United States of America), May
                15, 1998 (19980515)
                99 237718 [US 99237718], US (United States of America),
                January 26, 1999 (19990126)

DEVICE FOR INFORMATION MANAGEMENT **NETWORK** **SERVER** AND METHOD RELATED TO
IT

ABSTRACT
PROBLEM TO BE SOLVED: To provide a device for an information management
network **server** capable of saving labor, time, and cost about insertion
and the like of an advertisement into a **Web** page file.

SOLUTION: An HTML **advertisement** tag 40 is **embedded** in a reference **Web**
page 35. This tag includes two components. One component downloads an agent
in a client browser from a distribution **Web** **server** 13 and performs
instant generation of the agent. About a predetermined advertisement, the
agent downloads an advertisement file produced from an advertisement
management system 25 in a third person advertisement **Web** **server** 20 to a
cache of a browser 7, and then, plays a media file on the browser in
response to a click stream of a user on an interstitial basis. The other
component is reference of an advertisement management system about the **Web**
address. This reference releases connection between the advertisement
contents and the **Web** page.

015668432   **Image available**
WPI Acc No: 2003-730619/200369
XRPX Acc No: N03-583990
  Content adapting service control system for providing network **based
  services, determines operation mode of content adapting** server **based on
  user contract information and transmits determined mode to proxy** cache
  devices
Patent Assignee: FUJITSU LTD (FUIT); NAKAMURA M (NAKA-I); SUBASINGHE C
  (SUBA-I); SUMIYA T (SUMI-I); TANIGUCHI H (TANI-I); USHIKI K (USHI-I);
  YASUIE T (YASU-I)
Inventor: NAKAMURA M; SUBASINGHE C; SUMIYA T; TANIGUCHI H; USHIKI K; YASUIE

T
Number of Countries: 003   Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030135411	A1	20030717	US 2002191980	A	20020709	200369	B
JP 2003208373	A	20030725	JP 20025088	A	20020111	200369	
CN 1431800	A	20030723	CN 2003100189	A	20030108	200369	

Priority Applications (No Type Date): JP 20025088 A 20020111
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030135411	A1		37	G06F-017/60	
JP 2003208373	A		46	G06F-013/00	
CN 1431800	A			H04L-012/28	

Content adapting service control system for providing network based
services, determines operation mode of content adapting server based on
user contract information and transmits determined mode to proxy cache
devices

Abstract (Basic):
...   The proxy cache devices (E1,E2) judge the necessity for
starting content adapting service, when a content data acquisition
request is received from a client device (C). A service control device
(SC) determines the operation mode of content adapting server (CA)
based on the user contract information and transmits the determined
operation mode to proxy cache devices.
...   For providing network based services such as E-mail, web
access, advertisement insertion , virus check, language translation
function, image processing, document checking functions, to the user...

...Easy and efficient providing of network based services to the
subscribers is ensured...

...content adaptation server (CA...

...content server (CS...

...proxy cache devices (E1,E2...
...Title Terms: NETWORK ;

15/3,K/3   (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015330235   **Image available**
WPI Acc No: 2003-391170/200337
XRPX Acc No: N03-312420
Maintaining and updating method for advertisement-announcement cache
involves comparing ad metadata to content metadata for determining which
advertisements or announcements are to be inserted into stream of media
Patent Assignee: AT & T CORP (AMTT)
Inventor: BHAGAVATH V K; O'NEIL J T
Number of Countries: 001   Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 6505169	B1	20030107	US 2000490807	A	20000126	200337	B

Priority Applications (No Type Date): US 2000490807 A 20000126

Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
US 6505169   B1   15 G06F-017/60

   Maintaining and updating method for advertisement-announcement cache
   involves comparing ad metadata to content metadata for determining which
   advertisements or announcements are to be inserted into stream of media

Abstract (Basic):
   ...   Collected measurements and demographic information are stored
      and updated in a measurement **server** at point-of-presence. Ad metadata
      are compared to content metadata to determine which advertisements or
      announcements are to be inserted into a stream of...
   ...   For maintaining and updating advertisement/announcement **cache**
      at local point-of-presence in IP (**internet** protocol) **network** .
         ...

   ...Performs dynamic **insertion** of **advertisements** or announcements into a
      media stream based on dynamic comparison of audience size, and
      composition and predetermined stipulations of the suppliers of
      announcements and advertisements
   ...Title Terms: **CACHE** ;

   15/3,K/4   (Item 3 from file: 350)
   DIALOG(R)File 350:Derwent WPIX
   (c) 2004 Thomson Derwent. All rts. reserv.

   015112061   **Image available**
   WPI Acc No: 2003-172580/200317
     Method and system for inserting **moving picture** advertisement **in**
     multimedia contents in real time
   Patent Assignee: BIZMODELINE CO LTD (BIZM-N)
   Inventor: HONG J C; KIM J H; KWON B G
   Number of Countries: 001 Number of Patents: 001
   Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2002073626	A	20020928	KR 200113324	A	20010315	200317	B

   Priority Applications· (No Type Date): KR 200113324 A 20010315
   Patent Details:
   Patent No   Kind Lan Pg   Main IPC   Filing Notes
   KR 2002073626 A   1 G06F-017/60

     Method and system for inserting **moving picture** advertisement **in**
     multimedia contents in real time

   Abstract (Basic):
      ...   A method and system for **inserting** a moving picture
         advertisement in multimedia contents in real time is provided to
         transmit a specified moving picture advertisement to source multimedia
         contents in real time and as an overlapped state, **insert** a moving
         picture **advertisement** continuously while the source multimedia
         contents is reproduced, and **insert** a local **advertisement** adapted to
         a characteristic of a local area which operates a **cache** **server**
         through a CDN(Contents Delivery **Network**) in real time using
         CRM(Customer Relationship Management) information of a client who
         receives multimedia contents.
      ...   A media **server** (300) supplies multimedia contents. A
         client(400) is provided for receiving the multimedia contents. A **web**

server (200) supplies an interface capable of being accessed by the client. An advertisement managing server (110) edits/processes and stores/manages an advertisement supplied from an advertisement client adapted to a multimedia form being supplied in the media server (300). An advertisement processing server (120) inserts advertisement data extracted in the advertisement managing server (110) in the multimedia contents being supplied from the media server (300) and transmits the data to the client(400). A moving picture advertisement is inserted in the multimedia contents being supplied from the media server (300) by the advertisement managing server (110) and the advertisement processing server (120), and transmitted to the client(400...

15/3,K/5   (Item 4 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014868020   **Image available**
WPI Acc No: 2002-688726/200274
    Web   server system, advertisement server system and method for caching advertisement file
Patent Assignee: SEROME TECHNOLOGY INC (SERO-N)
Inventor: JANG H; KIM G T; CHANG H
Number of Countries: 001 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2002038137	A	20020523	KR 200068191	A	20001116	200274	B
KR 383405	B	20030512	KR 200068191	A	20001116	200359	

Priority Applications (No Type Date): KR 200068191 A 20001116
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002038137	A		1	G06F-015/00	
KR 383405	B			G06F-015/00	Previous Publ. patent KR 2002038137

    Web   server system, advertisement server system and method for caching advertisement file
Abstract (Basic):
...   A web server system, an advertisement server system and a method for caching an advertisement file are provided to make the client cache of a multi-banner advertisement possible.
...   The web server system(1) and the advertisement server system(5) connects to the Internet and the client terminals(7a-7n) connect to the web server system and the advertisement server system. The web server system transfers a web document in order to display the multi-banner advertisement to the client terminal and the advertisement server system is a servant system to transfer the advertisement file inserted and displayed to the web document transferred by the web server system. The client terminal has a web browser(31) to connect to the web server system and the web browser has a client execution program analysis engine(32). The analysis engine outputs the web document by executing a source document(30) including a client execution program(33) and the web browser requests the corresponding advertisement file according to the outputted web document to the advertisement server (51...
Title Terms: WEB ;

15/3,K/6   (Item 5 from file: 350)

014724146   **Image available**
WPI Acc No: 2002-544850/200258
  Method for offering vod
Patent Assignee: FIRE VOD.COM (FIRE-N)
Inventor: BAEK J J
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2002012706	A	20020220	KR 200045882	A	20000808	200258	B

Priority Applications (No Type Date): KR 200045882 A 20000808
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
KR 2002012706	A 1	H04N-007/173	

Abstract (Basic):
   ...   On Demand).offering method is provided to offer VODs of high
      quality to plural clients without degradation of pictures by connecting
      the clients to a **server** offering contents and transmitting VODs to
      the clients in real time.
   ...   A VOD(Video On Demand) offering method comprises the steps of a
      main **server** transmitting contents to a local **server** (S10), the local
       server storing the contents in a memory by compressing using
      MPEG(Motion Picture Expert Group)-1(S20), a client emitting a control
      signal to a set-top box using an RF(Radio Frequency) **remote**
      control(S31), the set-top box transmitting the data corresponding to
      the control signal to a display from the **local** **server** (S32), the
      client selecting a specific content from the displayed contents(S33),
      the set-top box outputting an analog signal by decoding an MPEG-1 file
      in the local **server** (S34), the display displaying the selected
      content(S35), and the local **server** displaying a VOD after **inserting**
      an **advertisement** (S42). By transmitting VODs without degradation in
      real time, high quality VODs are offered to clients...

   15/3,K/7   (Item 6 from file: 350)

014594626   **Image available**
WPI Acc No: 2002-415330/200244
XRPX Acc No: N02-326712
  Splicing method for incoming network **feed with** network **time slot**
   duration and associated vbvdelay with commercial slot duration with
   associated delay adjusting delay of stored network **feed and local**
   commercial slot to match incoming feed
Patent Assignee: AGILEVISION LLC (AGIL-N); ACAMPORA A A (ACAM-I); BELTZ J P
  (BELT-I); LYONS P W (LYON-I)
Inventor: ACAMPORA A A; BELTZ J P; LYONS P W
Number of Countries: 097 Number of Patents: 004
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200209425	A1	20020131	WO 2001US23371	A	20010725	200244	B
AU 200179008	A	20020205	AU 200179008	A	20010725	200244	
US 20020061067	A1	20020523	US 2000220671	P	20000725	200244	
			US 2001912433	A	20010725		
EP 1310092	A1	20030514	EP 2001957244	A	20010725	200333	

Priority Applications (No Type Date): US 2000220671 P 20000725; US
   2001912433 A 20010725
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
WO 200209425 A1 E   17 H04N-007/10
    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
    IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
    PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200179008 A   H04N-007/10   Based on patent WO 200209425
US 20020061067 A1   H04N-007/12   Provisional application US 2000220671

EP 1310092   A1 E   H04N-007/10   Based on patent WO 200209425
    Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
    LI LT LU LV MC MK NL PT RO SE SI TR

   **Splicing method for incoming network feed with network time slot
   duration and associated vbvdelay with commercial slot duration with
   associated delay adjusting delay of stored network feed and local
   commercial slot to match incoming feed**
Abstract (Basic):
   ...   between one of a minimum delay and a maximum delay. Pictures are
   output from the compressed commercial slot for at least a portion of
   the network time slot duration. The number of pictures remaining is
   determined from one of a stored portion of the incoming network feed
   and the commercial slot and the output rate is adjusted as required to
   output the commercial slot...

   ...One of the vbvdelay of stored network feed and the vbvdelay of the
   local commercial slot is adjusted to match the vbvdelay of the incoming
   network feed.
   ...   Allows seamless splicing of local commercial segment into
   existing network time slot, without decoder buffer overflow or
   underflow...

   ...The figure shows the relative duration of the network slot and a
   commercial insert with the vbvdelay of the commercial insert
   manipulated to a maximum value...
   ...Title Terms: **NETWORK** ;

   15/3,K/8   (Item 7 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014283866   **Image available**
WPI Acc No: 2002-104567/200214
   **Advertisement system and method using plant nameplate selected through
   the internet**
Patent Assignee: JUNG T S (JUNG-I)
Inventor: JUNG T S
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2001079390 A   20010822 KR 200141433   A   20010711 200214 B

Priority Applications (No Type Date): KR 200141433 A 20010711
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2001079390 A   1 G06F-017/60

Advertisement system and method using plant nameplate selected through the internet

Abstract (Basic):
...   An advertisement system and method using a plant nameplate
    selected through the **Internet** is provided to increase **advertisement**
    effect by **inserting** the **advertisement** into a plant nameplate, by
    receiving an advertisement fee, thereby continuously manage the plant
    nameplate.
...   A plant nameplate applicant connects to a **web** **server** through
    the **Internet** and performs a login(110). The applicant selects an area
    which the applicant want to attach a plant nameplate in a **local**
    database of a **database** **server** (120). The user selects a nameplate
    design in a plant.nameplate design database(130). In case of knowing a
    name of a plant to be applied, the user writes out the name of the
    plant(140). The applicant writes out an address(160). An advertiser
    connects to the **web** **server** through the **Internet** . The advertiser
    selects a target area. The advertiser writes out request items for the
    advertisement . The **advertisement** is **inserted** into the nameplate...

   15/3,K/9   **(Item 8 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014233081   **Image available**
WPI Acc No: 2002-053779/200207
   Method for internet **local advertisement using ip address**
Patent Assignee: LEE S C (LEES-I)
Inventor: LEE S C
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2001069286 A   20010725 KR 200111586   A   20010228 200207 B

Priority Applications (No Type Date): KR 200111586 A 20010228
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2001069286 A   1 G06F-017/60

Method for internet **local advertisement using ip address**

Abstract (Basic):
...   A method for an **Internet** local advertisement using an IP
    address is provided to increase advertisement effect by publicizing in
    a specific area intensively.
...   An intermediate site computer and a user computer are connected
    on a **network** . An **advertisement** code being **inserted** in the
    intermediate site confirms an IP address of the user computer. The
    advertisement code transmits the IP address to a local advertisement
    system. The received IP address is searched through a **database** of the
    local advertisement system. In the case that local information being
    connected to the IP address is searched, the corresponding local
    advertisement information is searched. In the case that the
    advertisement information is searched, the advertisement information is

transmitted to the user **computer** . If **local** information being
connected to the IP address can not be searched or the corresponding
local advertisement does not exist, the default advertisement
information is transmitted...

15/3,K/10   (Item 9 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014118683   **Image available**
WPI Acc No: 2001-602895/200168
XRPX Acc No: N01-449832
     Internet **-based advertisement manipulating system used on global or**
  local   computer   network , has browser which selectively displays or
  replaces particular advertisement **detected on website**
Patent Assignee: THOMSON LICENSING SA (CSFC)
Inventor: CHAI S; ENGLE J C; LESANDRINI J W; WHITE J
Number of Countries: 094 Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
WO 200173581   A2   20011004   WO 2000US34676   A   20001221   200168 B
AU 200124442   A   20011008   AU 200124442   A   20001221   200208

Priority Applications (No Type Date): US 2000191805 P 20000324
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200173581 A2 E   20 G06F-017/00
     Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
     CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
     KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO
     RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
     Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
     IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200124442 A   G06F-017/00   Based on patent WO 200173581

     Internet **-based advertisement manipulating system used on global or**
  local   computer   network , has browser which selectively displays or
  replaces particular advertisement **detected on website**

Abstract (Basic):
...   A browser detects an advertisement (ad) on a website and
     determines whether to display the detected **ad** or **replace** the **ad**
     with another ad. The browser displays the detected **ad** or **replaced**
     ad in a display device based on the determined result.
...   An INDEPENDENT CLAIM is also included for **Internet** -based
     advertisement manipulating method...

...For manipulating **Internet** -based advertisements displayed on a global
     or **local   computer   network** e.g. **Internet** , personal computer with
     viewable storage media such as compact disk-read only memory (CD-ROM),
     on a wireless telephone, wireless personal assistant such as PALMPILOT
     ...
...ads based on determining the display of ad more than once. Thus
     facilitates users to screen undesirable contents and increase the speed
     of exploring the **Internet** . Also, benefits users by appropriately
     displaying the detected or **replaced** **ad** , when the users do not have
     time to click the ads, or when users are not aware of selecting the
     next ad...
...Title Terms: **NETWORK** ;

013967008   **Image available**
WPI Acc No: 2001-451222/200148
XRPX Acc No: N01-334119
    Internet -based advertising used in electronic commerce, involves adding
    advertising contents to audio files on web site and downloading of
    audio files with advertising contents to customer's local   computer
Patent Assignee: MATRIX PACIFIC MEDIA GROUP INC (MATR-N)
Inventor: SNEATH B A; SNOWDALL J C
Number of Countries: 088 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200116666	A2	20010308	WO 2000US23209	A	20000824	200148	B
AU 200070680	A	20010326	AU 200070680	A	20000824	200148	

Priority Applications (No Type Date): US 99384878 A 19990827
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200116666	A2	E	33	G06F-000/00	

    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
    LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
    SL TJ TM TR TT UA UG US UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

| AU 200070680 | A | | | G06F-000/00 | Based on patent WO 200116666 |

Abstract (Basic):
    ...   The method involves adding advertising contents to audio files
       provided on the web site for media company and audio files with
       advertising contents are downloaded to customer's local   computer
       (12). The customer automatically choose and play the advertising
       contents of the downloaded audio file at opening start of the computer.
    ...   A communication link is established between a customer's
       computer and media company web site through Internet and
       advertisement viewer program is installed to customer's local
       computer . The customer is allowed to choose audio files for
       downloading from the web site. An INDEPENDENT CLAIM is also included
       for an apparatus for advertising over Internet .
         ...
    ...Enables advertisement of digital multimedia files over Internet ,
       allows advertisers to have an advertising channel that is directly
       connected to target consumers, permits updating and monitoring and
       allows vendors to generate revenue from advertisers rather than
       consumers, thus encouraging free transmission. Enables to create and
       establish improved standard for embedding digital advertising
       content within a digital multimedia file...

    ...The figure shows a schematic block diagram of a program and system for
       advertising over Internet .
         ...

...Customer's local computer (12
...Title Terms: WEB ;

15/3,K/12   (Item 11 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013905095   **Image available**
WPI Acc No: 2001-389308/200141
XRPX Acc No: N01-286326
   Multi-thread processor for commercial computer applications, couples
   non-stalling component with multi-thread execution pathways, so that
   pathways are converged into single-pathway including non-stalling
   component
Patent Assignee: CHAMDANI J I (CHAM-I); JOY W N (JOYW-I); LAUTERBACH G
   (LAUT-I); TREMBLAY M (TREM-I); SUN MICROSYSTEMS INC (SUNM)
Inventor: CHAMDANI J I; JOY W N; LAUTERBACH G; TREMBLAY M
Number of Countries: 023 Number of Patents: 004
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200068778	A2	20001116	WO 2000US12800	A	20000509	200141	B
US 20020138717	A1	20020926	US 99309734	A	19990511	200265	
			US 2002154076	A	20020523		
US 6542991	B1	20030401	US 99309734	A	19990511	200324	
US 20030191927	A1	20031009	US 99309734	A	19990511	200367	
			US 2003403406	A	20030331		

Priority Applications (No Type Date): US 99309734 A 19990511; US 2002154076
   A 20020523; US 2003403406 A 20030331
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200068778	A2	E	71	G06F-009/00	

   Designated States (National): IL JP KR SG
   Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU
   MC NL PT SE

US 20020138717	A1			G06F-009/00	Div ex application US 99309734
US 6542991	B1			G06F-012/12	
US 20030191927	A1		.	G06F-009/00	Cont of application US 99309734
					Cont of patent US 6542991

Abstract (Basic):
...   The non-stalling component is selected from caches, translation
   look-aside buffers (TLBs), load **buffer** asynchronous interfaces and
   external memory management unit (MMU) interface. A thread tagging logic
   coupled to the non-stalling component, sets a thread identifier (TID)
   tag...

...Multi-thread processor for **commercial** computer applications including
   embedded , desktop and **server** applications, and for handling
   operations such as OLTP, DSS, data mining, financial forecasting,
   mechanical and electronic computer-aided design (MCAD/ECAD). And also
   for **web** **servers** , data **servers** , etc...

...Advances in on-chip multiprocessor horizontal threading, are realized,
   as the processor core sizes are reduced by technological advancements.
   Vertical multi-threading overcomes or hides **cache** miss stalls,
   thereby improves performance·in commercial multiprocessor and
   multi-threading applications...

DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013500423   **Image available**
WPI Acc No: 2000-672364/200065
Related WPI Acc No: 2000-672359
XRPX Acc No: N00-498488
  Method for local advertising in Internet **using computer system**
Patent Assignee: SUN MICROSYSTEMS INC (SUNM)
Inventor: BAEHR G; GUPTA A; VENKATARAMAN S
Number of Countries: 088 Number of Patents: 005
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200030008	A1	20000525	WO 99US27061	A	19991112	200065	B
AU 200016253	A	20000605	AU 200016253	A	19991112	200065	
EP 1131758	A1	20010912	EP 99958991	A	19991112	200155	
		.	WO 99US27061	A	19991112		
JP 2002530700	W	20020917	WO 99US27061	A	19991112	200276	
			JP 2000582946	A	19991112		
US 6487538	B1	20021126	US 98192874	A	19981116	200281	

Priority Applications (No Type Date): US 98192874 A 19981116
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 200030008	A1 E 56	G06F-017/60	

    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
    LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
    SL TJ TM TR TT UA UG UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

| AU 200016253 | A | G06F-017/60 | Based on patent WO 200030008 |
| EP 1131758 | A1 E | G06F-017/60 | Based on patent WO 200030008 |

    Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
    LI LT LU LV MC MK NL PT RO SE SI

| JP 2002530700 | W   49 | G09F-019/00 | Based on patent WO 200030008 |
| US 6487538 | B1 . | G06F-017/60 | |

  Method for local advertising in Internet **using computer system**

Abstract (Basic):
...   The method involves obtaining information to be displayed and an
    advertisement in an **advertisement** slot. The **advertisement** in the
    advertisement slot is then **replaced** with another **advertisement** .
...   a) a **computer** system for **local** advertising in **Internet** ;
     (...
...For local advertising in **Internet** using computer system...

...Enables small advertisers to have their advertisement appear in
    connection with frequently used **web** sites. Utilizes profile and
    demographic information to precisely target advertisements to specific
    users...

...The figure shows the flowchart of **advertisement** **insertion** according
    to method for local advertising in **Internet** .

013500418   **Image available**
WPI Acc No: 2000-672359/200065
Related WPI Acc No: 2000-672364
XRPX Acc No: N00-498483
  Method for local advertising in internet **using computer software**
Patent Assignee: SUN MICROSYSTEMS INC (SUNM)
Inventor: BAEHR G; GUPTA A
Number of Countries: 090 Number of Patents: 004
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200030002	A1	20000525	WO 99US26697	A	19991112	200065	B
AU 200024736	A	20000605	AU 200024736	A	19991112	200065	
EP 1131762	A1	20010912	EP 99968041	A	19991112	200155	
			WO 99US26697	A	19991112		
JP 2002535689	W	20021022	WO 99US26697	A	19991112	200301	
			JP 2000582940	A	19991112		

Priority Applications (No Type Date): US 99343965 A 19990630; US 98192874 A
   19981116
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200030002	A1	E	68	G06F-017/60	

   Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
   CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
   KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
   SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
   Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
   IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

| AU 200024736 | A | | | G06F-017/60 | Based on patent WO 200030002 |
| EP 1131762 | A1 | E | | G06F-017/60 | Based on patent WO 200030002 |

   Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI
   LU MC NL PT SE

| JP 2002535689 | W | | | 60 G09F-019/00 | Based on patent WO 200030002 |

   Method for local advertising in internet **using computer software**

Abstract (Basic):
...   A proxy is determined whether it agrees to terms for **inserting**
   one or more **advertisements** . The proxy transmits one or more
   advertisement in one or more advertisement slots, and the information
   to be displayed to a client after the information...
...   be displayed are transmitted to the proxy while withholding the
   location of one or more advertisement slots when proxy does not agree
   to terms for **inserting** one or more **advertisements** . The location of
   one or more advertisement slots is transmitted to the proxy when the
   proxy agrees to terms for **inserting** one or more . **advertisements** .
   INDEPENDENT CLAIMS are also included for the following...

...a) a **computer** system for **local** advertising in **internet** ;·
      (...

...b) and a **computer** software used for **local** advertising in **internet** .
      ...

...For local advertising in **internet** using computer software...

...Prevents proxies to cheat or abscond with the advertisement slot without
    compensating the **web** **server** . Provides negotiation for **inserting**
    an **advertisement** wherein proxy is not informed of the specific
    location of the advertisement in a **web** page prior to agreeing to
    terms, e.g. price, for **advertisement** **insertion** . Uses downloadable
    module that contains advertisement location information but does not
    provide the information to the proxy or **insert** the **advertisement**
    until an agreement has been reached...

...The figure shows the flowchart of **inserting** **advertisements** in
    accordance with the method for local advertising in **internet** using
    computer software

 15/3,K/15   (Item 14 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

012867624   **Image available**
WPI Acc No: 2000-039457/200003
Related WPI Acc No: 2000-106073
XRPX Acc No: N00-029739
   Web -**based interstitial advertising technique in** networked **client-**
   server **environment such as** Internet
Patent Assignee: UNICAST COMMUNICATIONS CORP (UNIC-N); LANDSMAN R W
   (LAND-I); LEE W (LEEW-I); MACMANUS GROUP INC (MACM-N)
Inventor: LANDSMAN R W; LEE W
Number of Countries: 086 Number of Patents: 020
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9960504	A1	19991125	WO 99US10707	A	19990514	200003	B
AU 9939927	A	19991206	AU 9939927	A	19990514	200019	
EP 1076871	A1	20010221	EP 99923077	A	19990514	200111	
			WO 99US10707	A	19990514		
US 6314451	B1	20011106	US 9880165	A	19980515	200170	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
US 6317761	B1	20011113	US 9880165	A	19980515	200173	
			US 99237718	A	19990126		
			US 99352398	A	19990713		
JP 2002516437	W	20020604	WO 99US10707	A	19990514	200239	
			JP 2000550046	A	19990514		
AU 749314	B	20020620	AU 9939927	A	19990514	200252	
US 20020120666	A1	20020829	US 9880165	A	19980515	200259	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
			US 2001950963	A	20010913		
US 20020129102	A1	20020912	US 9880165	A	19980515	200262	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
			US 2001951001	A	20010913		
US 20020133518	A1	20020919	US 9880165	A	19980515	200264	
			US 99237718	A	19990126		
			US 99352398	A	19990713		
			US 2001950941	A	20010913		
US 6466967	B2	20021015	US 9880165	A	19980515	200271	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
			US 2001951001	A	20010913		

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US 20020198778  A1  20021226  US 9880165      A   19980515  200304
                              US 99237718     A   19990126
                              US 2002162623   A   20020531
US 20030004804  A1  20030102  US 9880165      A   19980515  200305
                              US 99237718     A   19990126
                              US 2002162626   A   20020531
US 20030005000  A1  20030102  US 9880165      A   19980515  200305
                              US 99237718     A   19990126
                              US 99352398     A   19990713
                              US 2002162625   A   20020531
US 20030018885  A1  20030123  US 9880165      A   19980515  200310
                              US 99237718     A   19990126
                              US 99352398     A   19990713
                              US 2002162621   A   20020531
US 20030023488  A1  20030130  US 9880165      A   19980515  200311
                              US 99237718     A   19990126
                              US 2002162624   A   20020531
US 20030028565  A1  20030206  US 9880165      A   19980515  200313
                              US 99237718     A   19990126
                              US 99352398     A   19990713
                              US 2002162622   A   20020531
US 6516338      B1  20030204  US 9880165      A   19980515  200313
                              US 99237718     A   19990126
                              US 99352626     A   19990713
TW 490626       A   20020611  TW 2000100189   A   20000107  200321
JP 2003303105   A   20031024  JP 2000550046   A   19990514  200371
                              JP 200344253    A   19990514
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Priority Applications (No Type Date): US 99237718 A 19990126; US 9880165 A
  19980515; US 99352625 A 19990713; US 99352398 A 19990713; US 2001950963 A
  20010913; US 2001951001 A 20010913; US 2001950941 A 20010913; US
  2002162623 A 20020531; US 2002162626 A 20020531; US 2002162625 A 20020531
  ; US 2002162621 A 20020531; US 2002162624 A 20020531; US 2002162622 A
  20020531; US 99352626 A 19990713
Patent Details:

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Patent No  Kind Lan Pg   Main IPC       Filing Notes
WO 9960504     A1 E 128 G06F-017/60
    Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
    CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
    LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL
    TJ TM TR TT UA UG UZ VN YU ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW
AU 9939927     A       G06F-017/60    Based on patent WO 9960504
EP 1076871     A1 E    G06F-017/60    Based on patent WO 9960504
    Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI
    LU MC NL PT SE
US 6314451     B1      G06F-013/38    CIP of application US 9880165
                                      Div ex application US 99237718
US 6317761     B1      G06F-017/21    CIP of application US 9880165
                                      Div ex application US 99237718
JP 2002516437 W    123 G06F-017/60    Based on patent WO 9960504
AU 749314      B       G06F-017/60    Previous Publ. patent AU 9939927
                                      Based on patent WO 9960504
US 20020120666 A1      G06F-015/16     CIP of application US 9880165
                                      Div ex application US 99237718
                                      Cont of application US 99352625
                                      Cont of patent US 6314451
US 20020129102 A1      G06F-015/16     CIP of application US 9880165
                                      Div ex application US 99237718
                                      Cont of application US 99352625
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			Cont of patent US 6314451
US 20020133518 A1		G06F-017/00	CIP of application US 9880165
			Div ex application US 99237718
			Cont of application US 99352398
			Cont of patent US 6317761
US 6466967	B2	G06F-013/38	CIP of application US 9880165
			Div ex application US 99237718
			Cont of application US 99352625
			Cont of patent US 6314451
US 20020198778 A1		G06F-017/60	CIP of application US 9880165
			Cont of application US 99237718
US 20030004804 A1		G06F-017/60	CIP of application US 9880165
			Cont of application US 99237718
US 20030005000 A1		G06F-015/00	CIP of application US 9880165
			Div ex application US 99237718
			Cont of application US 99352398
			Cont of patent US 6317761
US 20030018885 A1		G06F-015/177	CIP of application US 9880165
			Div ex application US 99237718
			Cont of application US 99352398
			Cont of patent US 6317761
US 20030023488 A1		G06F-017/60	CIP of application US 9880165
			Cont of application US 99237718
US 20030028565 A1		G06F-015/00	CIP of application US 9880165
			Div ex application US 99237718
			Cont of application US 99352398
			Cont of patent US 6317761
US 6516338	B1	G06F-013/38	CIP of application US 9880165
			Div ex application US 99237718
TW 490626	A	G06F-017/60	
JP 2003303105 A		43 G06F-009/445	Div ex application JP 2000550046

Web -based interstitial advertising technique in networked client-server environment such as Internet

Abstract (Basic):
... Advertising tag (40) contained in **web** page (35) when executed by browser (7), causes browser to download from **server** (15), media file forming a predefined advertisement, during browser idle time intervals. The downloading is suspended during each interstitial interval after the user instructs browser to navigate to a new content **web** page.
... In **networked** client- **server** environment such as **Internet** , to download advertisement in a manner transparent to user...

...While a fully down loaded advertisement is interstitially played from browser **cache** , the new content page is downloaded over the full bandwidth of the communication link. Since advertising HTML files are not embedded within a **web** page, advertiser benefits in terms of both **inserting advertisements** into **web** page files and later changing the advertisements and hence labor, time and cost is saved...
...The figure shows the high-level block diagram of client- **server** distributed processing environment...

... **Server** (15...

... **Web** page (35
Title Terms: **WEB** ;

015080153   **Image available**
WPI Acc No: 2003-140671/200313
XRPX Acc No: N03-111674
  Compressed video transport stream splicing method, for insertion of advertisements and local programs, includes searching a video elementary stream buffer and adjusting a program clock reference and decode time stamps
Patent Assignee: GEN INSTR CORP (GENN)
Inventor: LIU V; NEMIROFF R S; WU S
Number of Countries: 100 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 2002100110	A2	20021212	WO 2002US15499	A	20020514	200313	B
US 20020196850	A1	20021226	US 2001872783	A	20010601	200313	

Priority Applications (No Type Date): US 2001872783 A 20010601
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 2002100110	A2	E	12	H04N-007/24	

    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
    IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
    OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU
    ZA ZM ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW
US 20020196850 A1   H04N-007/25

  Compressed video transport stream splicing method, for insertion of advertisements and local programs, includes searching a video elementary stream buffer and adjusting a program clock reference and decode time stamps

Abstract (Basic):
...   to a demultiplexer/parser (10) that searches for an I-frame in a
    second video stream beginning held by a first-in-first-out (FIFO)
    buffer (12). An insertion point search module (14) searches a video
    elementary stream **buffer** (16) for a suitable insertion point. A
    timing adjustment programmer (19) adjusts a program clock reference
    (PCR) and decode time stamps relative to those in a program elementary
    stream (PES) header **buffer** (17).
...   An INDEPENDENT CLAIM is also included for a compressed video
    transport stream splicing system including a demultiplexer connected to
    a FIFO **buffer** , and an insertion point search module and a timing
    adjustment programmer adjusting a PCR and decode time stamps...

...The compressed video transport stream splicing method is used for
    insertion of **advertisements** and local programs...

...A Group of Pictures (GOP) is closed and video **buffer** verifier (VBV)
    protection is maintained, and clock references and time stamps at the
    splice points are continuous. Existing decoders (18) and other
    transcoding components (20...

...First-in-first-out (FIFO) **buffer** (12...

...Video elementary stream **buffer** (16...

...Program elementary stream (PES) header **buffer** (17...
...Title Terms: **BUFFER** ;
International Patent Class (Additional): **H04N-007/10**

 19/3,K/2   **(Item 2 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014966583   **Image available**
WPI Acc No: 2003-027097/200302
  **System and method for offering advertisement service via bluetooth
  terminal, and method for receiving advertisement at bluetooth terminal**
Patent Assignee: LG ELECTRONICS INC (GLDS)
Inventor: YOO S J
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2002053497 A   20020705 KR 200083145   A   20001227 200302 B

Priority Applications (No Type Date): KR 200083145 A 20001227
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2002053497 A   1 G06F-017/60

Abstract (Basic):
...   The system comprises a Bluetooth access module(110), a Bluetooth
   device address **buffer** (120), and an advertisement database
   manager(130). The Bluetooth access module(100), a Bluetooth class 1
   module, detects data of all the Bluetooth terminals located...
...a Bluetooth device address which is unique data attached to the
   Bluetooth terminal, and a category ID selected by a user. The Bluetooth
   device address **buffer** (120) transmits stored device address and
   category ID, and the advertisement to the Bluetooth terminal. The
   Bluetooth address **buffer** (120) receives the device address and the
   category ID from the Bluetooth access module(110), stores them, and
   transmits them to the advertisement database manager(130). The
   advertisement database manager(130), when receiving the device address
   and the category ID, compares them with data stored at the Bluetooth
   address **buffer** (120), and prevents an **overlapped** message
   transmission. The **advertisement** database manager(130) receives an
   advertisement corresponding to the category ID, and transmits the
   advertisement to the Bluetooth access module(110...
International Patent Class (Main): **G06F-017/60**

? ds

```
Set     Items    Description
S1       3958    (INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT
                 OR STICK OR FILL OR FILLING)()(IN OR INTO) OR ENCLOS? OR REPL-
                 AC?)(3N)(AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR P-
                 ROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S2        484    (OVER()(LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR
                 WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRIT? OR IN-
                 LAY OR COVERS)(3N)(AD OR ADS OR ADVERTI? OR COUPON? ? OR BANN-
                 ER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S3       1829    WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB
                 OR PC OR CYBER OR INTERNET)()(TELEVISION? ? OR TV? ?)
S4      88424    (PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT?
                 ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?)(5N)(USER? ? OR SUB-
                 SCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S5      14765    (PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFORE-
                 HAND OR ANTECENDENT OR PREVIOUS)(5W)DISPLAY?
S6        205    (S1 OR S2)(S)(LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK(-
                 )STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC?
                 ? OR LAPTOP? ? OR DESKTOP? ? OR CLIENT?) OR (TEMP OR TEMPORA-
                 RY OR LOCAL)(3N)(HARDDRIVE? ? OR HARD()(DRIVE? ? OR D...
S7         44    S6(S)(S3 OR S4 OR S5)
S8          2    S6(S)(S3(S)S4 OR S4(S)S5 OR S5(S)S3)
S9          1    S8 NOT OXYGEN()ENVIRONMENT? ?
S10        42    S7 NOT S8
S11        42    IDPAT (sorted in duplicate/non-duplicate order)
S12        42    IDPAT (primary/non-duplicate records only)
S13        30    S12 AND AD=19990308:20040215/PR
S14        12    S12 NOT S13
S15         9    (S1 OR S2)(S)S3
S16         7    S15 NOT S7
S17         9    S14 NOT (PROTEIN? ? OR VACCINE)
S18        26    S6(S)(NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NETW-
                 ORK? OR NET OR WEB OR WWW OR INTERNET)(S)(TV OR TVS OR TELEVI-
                 SION? ? OR TELE()VISION? ?)
S19        18    S18 NOT (S9 OR S7)
S20        18    IDPAT (sorted in duplicate/non-duplicate order)
S21        16    IDPAT (primary/non-duplicate records only)
S22         7    S21 AND AD=19990308:20040215/PR
S23         9    S21 NOT S22
S24       877    (S1 OR S2) AND IC=(G06F-017/60 OR H04N-007/025 OR H04N-007-
                 /10 OR G06F-003/00 OR H04N-005/445 OR G06F-013/00 OR H04N-007-
                 /173)
S25         0    S24(S)S3(S)S4
S26        63    S24(S)S6
S27        14    S26(S)(S3 OR S4 OR S5)
S28         0    S27 NOT (S7 OR S9 OR S19)
S29        63    IDPAT S26 (sorted in duplicate/non-duplicate order)
S30        62    IDPAT S26 (primary/non-duplicate records only)
S31        44    S30 AND AD=19990308:20040215/PR
S32        18    S30 NOT S31
S33         6    S32 NOT (S7 OR S9 OR S19)
```

00761431
A SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR PROVIDING COMMERCE-RELATED WEB APPLICATION SERVICES
SYSTEME, PROCEDE ET ARTICLE MANUFACTURE DESTINES A LA FOURNITURE DE SERVICES D'APPLICATION DANS LE WEB LIES AU COMMERCE
Patent Applicant/Assignee:
   ACCENTURE LLP, 100 South Wacker Drive, Chicago, IL 60606, US, US
      (Residence), US (Nationality)
Inventor(s):
   GUHEEN Michael F, 2218 Mar East Street, Tiburon, CA 94920, US,
   MITCHELL James D, 3004 Alma, Manhattan Beach, CA 90266, US,
   BARRESE James J, 757 Pine Avenue, San Jose, CA 95125, US,
Legal Representative:
   BRUESS Steven C (agent), Merchant & Gould P.C., P.O. Box 2903,
      Minneapolis, MN 55402-0903, US,
Patent and Priority Information (Country, Number, Date):
   Patent: · WO 200073957 A2-A3 20001207 (WO 0073957)
   Application: WO 2000US14420 20000525 (PCT/WO US0014420)
   Priority Application: US 99321492 19990527
Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY
   CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK (utility
   model) DM DZ EE EE (utility model) ES FI FI (utility model) GB GD GE GH
   GM HR HU ID IL IN IS JP KE KG KP KR KR (utility model) KZ LC LK LR LS LT
   LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SK
   (utility model) SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
   (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
   (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
   (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW   .
   (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 150171

Fulltext Availability:
   Detailed Description

Detailed Description .
... be done for presentation purposes or with any other objective in mind.
   For example, the present invention may be employed in optimally conveying
   to a **client** or customer information relating to a specific web
   architecture framework in order to make a point or for sales purposes. In
   the present description, the...of spreadsheets with many sheets in each
   book. As the structure and parameters become overwhelmingly complex, a
   dedicated modeling tool with its own data model, **user** interface etc. is
   a good investment.

   A performance modeling tool should not be purchased due to a lack of
   understanding or inexperience of performance modeling...the final system
   on these components (thus reducing the impact of possible changes within
   the libraries), it is
   151
   recommended that wrappers are written to **enclose** any third-party
   components. This way, if any changes are made to the internals of the
   components, only the wrappers would be affected, allowing the...
?

17/3,K/1   (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01414183
System for broadcasting data to a plurality of receivers via a direct to
    home satellite transmission
System fur die Ubertragung von Daten zu mehreren Empfangern mit Verwendung
    der Direktubertragung per Satellit
Systeme pour la transmission de donnees vers une pluralite de recepteurs
    utilisant la transmission directe par satellite
PATENT ASSIGNEE:
    Societe Europeenne des Satellites S.A., (2436010), , 6815 Chateau de
        Betzdorf, (LU), (Applicant designated States: all)
INVENTOR:
    Khang, Vu Tien, 28 Rue du Convart, 1363 Howald, (LU)
LEGAL REPRESENTATIVE:
    Joppich, Martin et al (93682), Intellectual Property Consultancy
        Zeppelinstrasse 71-73, 81669 Munchen, (DE)
PATENT (CC, No, Kind, Date):   EP 1195929 A1 020410 (Basic)
APPLICATION (CC, No, Date):   EP 2000121336 001009;
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
    LU; MC; NL; PT; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: H04H-001/00
ABSTRACT WORD COUNT: 139
NOTE:
    Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200215	1085
SPEC A	(English)	200215	4842
Total word count - document A			5927
Total word count - document B			0
Total word count - documents A + B			5927

...SPECIFICATION Internet Service Provider that the user is subscribed to,
    who is in charge of collecting the votes and forwarding the selected
    popular URL to the **cache** pre-fetch platform as soon as possible, to be
    weighted and aggregated for the next webcasting round. This Internet
    Service Provider is also responsible of adjusting the dInternet Service
    Providerlay profiles of the advertisement banners and of uploading to the
    advertisement insert platform these **ad banners** (with their
    dInternet Service Providerlay profiles). It is very important to note
    that the **individual user profiles** should remain within the Internet
    Service Provider premises, and not used for anything else, in order to
    comply with legal rules under the most restrictive...

17/3,K/2   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00730912   **Image available**
METHOD AND APPARATUS FOR MULTIPLEXING SEPARATELY-AUTHORED METADATA FOR
    INSERTION INTO A VIDEO DATA STREAM
PROCEDE ET APPAREIL DE MULTIPLEXAGE DE METADONNEES MEDIATISEES SEPAREMENT
    POUR INSERTION DANS UN FLUX DE DONNEES VIDEO
Patent Applicant/Assignee:
    HOTV INC, 12625 High Bluff Drive, #315, San Diego, CA 92130, US, US

(Residence), US (Nationality)
Inventor(s):
  SRINIVASAN Anand, 12718 Torrey Bluff Drive, #155, San Diego, CA 92130, US
  SHAH Mehul Y, 12633 El Camino Real #3408, San Diego, CA 92130, US
  CHAKRABORTY Indranil, 12633 El Camino Real #3408, San Diego, CA 92130, US
  MARDIKAR Mohan, 12640 Torrey Bluff Drive, #7, San Diego, CA 92130, US
  RANGAN P Venkat, 13011 Callcott Way, San Diego, CA 92130, US
  BHADADA Kamal, 12782 Torrey Bluff Drive #103, San Diego, CA 92130, US
Legal Representative:
  BOYS Donald R, P.O. Box 187, Aromas, CA 95004, US

Fulltext Availability:
  Claims

Claim
... Networ
  203
  215
  233
  221
  223 235

  ....
  205
  231
  229
  22
  .... Fige 1 6
User Logs On to Service
243
Ad Server Notified and
Accesses **User - Profile** Data
245
Ad Server Executes
Schedule to Integrate Ads
With Video, Based on
Profile Data
Figs 1 7
269 271 249
251 253 255
247...

...included inthe fields searched
  NONE
  Electronic data base consulted during the international search (name of
  data base and, where practicable, search terms used)
  STN - data, **commercial** , **Insertion** , time stamp. PTS. video
  C. DOCUMENTS CONSIDERED TO BE RELEVANT
  Category* Citation of document, with indication, where appropriate. of

the relevant passages Relevant to claim...

 17/3,K/3   (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00566667   **Image available**
ADVANCED DEFERRED SHADING GRAPHICS PIPELINE PROCESSOR
PROCESSEUR PIPELINE GRAPHIQUE EVOLUE A OMBRAGE DIFFERE
Patent Applicant/Assignee:
   APPLE COMPUTER INC, 1 Infinite Loop, Cupertino, CA 95014-2084, US, US
      (Residence), US (Nationality)
Inventor(s):
   DULUK Jerome F Jr, 950 North California Drive, Palo Alto, CA 94303, US,
   HESSEL Richard E, 3225 Flemington Court, Pleasanton, CA 94588, US,
   ARNOLD Vaughn T, 621 Canepa Drive, Scotts Valley, CA 95066, US,
   BENKUAL Jack, 11661 Timber Spring Court, Cupertino, CA 95014, US,
   BRATT Joseph P, 1045 Oaktree Drive, San Jose, CA 95129, US,
   CUAN George, 798 Lusterleaf Drive, Sunnyvale, CA 94086, US,
   DODGEN Steven L, 15735 Forest Hill Drive, Boulder Creek, CA 95006, US,
   FANG Emerson S, 1197 Wisteria Drive, Fremont, CA 94539, US,
   GONG Zhaoyu G, 1342 S. Stelling Road, Cupertino, CA 95014, US,
   HO Thomas Y, 40732 Ondina Place, Fremont, CA 94539, US,
   HSU Hengwei, 4209 Canfield Drive, Fremont, CA 94536, US,
   LI Sidong, 5598 LeFevre Drive, San Jose, CA 95118, US,
   NG Sam, 34377 Maybird Circle, Fremont, CA 94555, US,
   PAPAKIPOS Matthew N, 1701 Oak Avenue, Menlo Park, CA 94025, US,
   REDGRAVE Jason R, 278 Martens Avenue, Mountain View, CA 95040, US,
   TRIVEDI Sushma S, 1208 Rembrandt Drive, Sunnyvale, CA 94087, US,
   TUCK Nathan D, 8666 Somerset Avenue, San Diego, CA 92123, US,
   GO Shun Wai, 370 Sandhurst Drive, Milpitas, CA 95035, US,
   FUNG Lindy, 358 Pescadero Terrace, Sunnyvale, Ca 94086, US,
   NGUYEN Tuan D, 5327 Birch Grove Drive, San Jose, CA 95123, US,
   GRASS Joseph P, 357 Lennox Avenue, Menlo Park, CA 94025, US,
   HONG Bor-Shyue, 2325 Oak Flat Road, San Jose, CA 95131, US,
   MAMMEN Abraham, 2780 Lylewood Drive, Pleasanton, CA 94588, US,
   RASHID Abbas, 34369 Eucalyptus Terrace, Fremont, CA 94555-1982, US,
   TSAY Albert Suan-Wei, 38129 Cambridge Court, Fremont, CA 94536, US,
Legal Representative:
   ANANIAN R Michael (et al) (agent), Flehr Hohbach Test Albritton & HerberT
      LLP, Suite 3400, 4 Embarcadero Center, San Francisco, CA 94111-4187, US

Patent and Priority Information (Country, Number, Date):
   Patent: WO 200030040 A1 20000525 (WO 0030040)
   Application: WO 99US18971 19990820   (PCT/WO US9918971)
   Priority Application: US 9897336 19980820; US 98213990 19981217
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
   ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
   LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
   UA UG UZ VN YU ZA ZW
   (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
   (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
   (AP) GH GM KE LS MW SD SL SZ UG ZW
   (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 180456

Fulltext Availability:
   Detailed Description

Detailed Description

... axes, a viewing point's coordinate system, and screen coordinates.[75]
FIG. B 2 is a diagrammatic illustration showing the processing path in a
typical **prior** art
31) rendering pipeline.[76]
FIG. B 3 is a diagrammatic illustration showing the processing path in
one embodiment of the inventive 3D Deferred Shading...of the third
embodiment (FIG. 6) is 15 replace by a conservative hidden surface
removal structure and procedure and a down-stream z-buffered blend
replaces the blending procedure.
Deferred Shading Graphics Pipeline, Fifth Embodiment (Version 5)
In a fifth embodiment of the Deferred Shading Graphics Pipeline (Version
5) (DSGPv5), 20...B FrontlBack packets), and other signals and packets
(e.g. Spatial 30 Modes, Material FrontlBack, PixelModes, and Stipple
packets), and is stored in a special **buffer** called the Polygon Memory
(PMEM) 5000, where it can be retrieved by Mode Injection (MIJ) block
10000. PMEM is desirably double buffered, so MIJ can...idle. This also
advantageously keeps SMEM from filling and overflowing as the write
process limits the number of reads that may otherwise fill the SMEM
buffer . In one embodiment of the invention ...last block on the chip on
which SRT is located. Prefetch packets go around the pipleline so BIKE
can do read operations from the Frame **Buffer** ahead of time, that is
earlier than if the same packets were to propagate through the pipeline.
MIJ has a convenient communication channel to the level functions. The
primary function is to remove geometry that is guaranteed to not affect
the final results in the frame **buffer** (i.e., a conservative form of
hidden surface removal). The second function is to break primitives into
units of stamp portions, where a stamp portion...

...operations" such as alpha test and stencil test, the results of which
may sometimes be required to make such exact determination. CUL's sample
z- **buffer** can hold two depth values, but CUL can only store the
attributes of one primitive per sample. Thus, whenever a sample requires
blending colors from...

...so on-earlier stored in PMEM by MEX, and injects it into tile pipeline
to pass downstream as required. To save bandwidth, individual downstream
blocks **cache** recently used mode information so that when cached there
is no need use bandwidth to communicated the mode information from MIJ to
the destination needing...of the Color, TexA, TexB, Light, and Material
caches (for FRG, TEX, and PHG) and PixelMode and Stipple caches (for PIX)
and associating the appropriate **cache** pointer to each **cache** miss data
packet; and (k) Sending data to FRG and PIX.

MIJ may also be responsible for (l) Processing stalls in the pipeline,
such as...

    17/3,K/4   (**Item 3 from file: 349**)
DIALOG(R)File 349:PCT FULLTEXT
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00566635   **Image available**
METHOD AND APPARATUS FOR LOCAL ADVERTISING
TECHNIQUE DE PUBLICITE LOCALE ET DISPOSITIF A CET EFFET
Patent Applicant/Assignee: ·
  SUN MICROSYSTEMS INC,
Inventor(s):
  GUPTA Amit,
  VENKATARAMAN Sriraman,
  BAEHR Geoffrey,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200030008 A1 20000525 (WO 0030008)
  Application: WO 99US27061 19991112 (PCT/WO US9927061)

Detailed Description
... a specific price (e.g., 5 cents per display for a medium size slot).
As a result, whenever the proxy intercepts a request from a **user** that
matches the cookie or **profile** details, the proxy can elect whether or
not to **insert** the **advertisement** for the server's set price.

Advertisement Tags
To specify advertisement characteristics, advertisement tag(s) may be
specified in the HTML. The server could specify...

 17/3,K/5   (Item 4 from file: 349)

SECURELY METERING ADVERTISING IN DATA PROCESSING SYSTEMS
PROCEDE SECURISE DE MESURE DE PUBLICITES DANS LES SYSTEMES INFORMATIQUES

Detailed Description
... or indirectly writing to the nonnal graphics output means of the
UCDPS. The invention also allows for any means to display advertising
information using any **priority** **display** means, therefore ensuring that
some other process does not alter or **overwrite** the **advertising**
material. The preferred **priority** **display** means is to have the Secure
Processing Means access a graphics **buffer** under its control that
overlays infonnation retrieved from the I I normal UCDPS graphics **buffer**
(s). By allowing the Secure Processing Means to control the display
source for each of these video sources, the Secure Processing Means can
ensure that its information has priority. It is preferable that 1 3 this
linkage is secure thus preventing tampering with the **priority** **display**
. The invention allows for any means of providing a UCDPS with a secure
means of **priority** **display** of visual imagery that in part at least may
be a tamperproof means of **priority** **display** .

The invention also allows for any means of overlying or modifying (in any

way) information displayed by any other 1 7 means. This may include...

17/3,K/6   (Item 5 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00344642
SYSTEMS AND METHODS FOR SECURE TRANSACTION MANAGEMENT AND ELECTRONIC RIGHTS
    PROTECTION
SYSTEMES ET PROCEDES DE GESTION SECURISEE DE TRANSACTIONS ET DE PROTECTION
    ELECTRONIQUE DES DROITS
Patent Applicant/Assignee:
  ELECTRONIC PUBLISHING RESOURCES INC,
Inventor(s):
  GINTER Karl L,
  SHEAR Victor H,
  SPAHN Francis J,
  VAN WIE David M,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9627155 A2 19960906
  Application: WO 96US2303 19960213   (PCT/WO US9602303)
  Priority Application: US 95388107 19950213
Designated States: AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB
  GE HU IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL
  PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN KE LS MW SD SZ UG AZ BY
  KG KZ RU TJ TM AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE BF BJ CF
  CG CI CM GA GN ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 207972

Fulltext Availability:
  Detailed Description

Detailed Description
... aware applications which, as a result of the use
  of a VDE API and/or a transaction management (for
  - 73
  example, ROS based) programming language
   embeds VDE "awareness" into **commercial** or
  internal software (application program , games, etc.)
  so that VDE user control information and services
  are seamlessly integrated into such software and can
  be directly...such as a combination of high-speed RAM 534a and an
  NVRAM ("non-volatile RAM") 534b. RAM 534a may be volatile,
  while NVRAM 534b is **preferably** battery backed or otherwise
  arranged so as to be non-volatile (i.e., it does not lose its contents
  when power is turned off).

  High...secure execution space such as provided within an SPU 500.
  Components 690 and/or elements comprising them may be stored
  on external media encrypted using **local** SPU 500 generated
  and/or distributor. provided keys.

  ROS 602 also provides a tagging and sequencing scheme
  that may be used within the loadable component...786a may enable
  External Services Manager 772 to communicate with external
  computers and systems using various protocols managed using
  the service transport layer 786.

  The **characteristics** of and interfaces to the various
  subsystems of ROS 680 shown in Figure 12 are described in more
  detail below.

17/3,K/7   (Item 6 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00285421   **Image available**
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN
    RESPONSE TO CUSTOMER SHOPPING HISTORIES
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS
    ANTERIEURS D'UN CLIENT
Patent Applicant/Assignee:
  CREDIT VERIFICATION CORPORATION,
Inventor(s):
  DEATON David W,
  GABRIEL Rodney G,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9503570 A2 19950202
  Application: WO 94US8221 19940721 (PCT/WO US9408221)
  Priority Application: US 9396921 19930723; US 93141471 19931020
Designated States: AU BB BG BR BY CA CN CZ FI GE HU JP KE KG KP KR KZ LK LT
  LV MD MG MN MW NO NZ PL RO RU SD SI SK TJ TT UA UZ VN AT BE CH DE DK ES
  FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 79153

Fulltext Availability:
  Detailed Description

Detailed Description
... as money markets, now accounts, commercial
  accounts, personal accounts and the like, So for a given
  bank transit number, there may be several non-obvious
   embedded locations for the particular next sequence
  number. For example, in the check shown in FIGURE 2C,
  the first four digits in a personal checking account...148, which now has
  both
  its inputs (DM and DS) active.

  Once LCD module 136 has been given access to the
  Address/Data Bus, a display -data-register read operation
 is accomplished as follows. Microprocessor 130 outputs
  from port 1 an LCD mode control byte including a register
  select bit A00...

...register.

  In accordance with this mode control command, LCD
  module 136 places a not-ready status byte in the control
  status register, makes the designated display character
  in the display data register available for output on the
  Address/Data Bus, and then places a ready status byte
  into the control/status register, Microprocessor 130
  switches...

...byte is
  returned from the control/status register.)
  Microprocessor 130 then outputs a register select
  bit (AOO) that causes LCD module 136 to select the
   display data register for output, Finally, the
  microprocessor provides a data strobe to read the first

display data character over the Address/Data Bus into
port...have been
read. That is, microprocessor 130 first reads the status
register to determine when LCD module 136 is ready (i.e.,
when the next **display** data character is Available), and
then reads the character,
The procedure by which microprocessor 130 provides
display data characters for **display** by LCD module 136,
writing the characters into the display data register, is
analogous to the procedure for reading display data
characters, Executing a write...

  17/3,K/8   (Item 7 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00271731   **Image available**
GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE
OBTENTION D'UNE AUDIENCE PARTICIPATIVE ELARGIE EN MATIERE DE RADIODIFFUSION
Patent Applicant/Assignee:
  VON KOHORN Henry,
Inventor(s):
  VON KOHORN Henry,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9419906 A1 19940901
  Application: WO 94US1535 19940214   (PCT/WO US9401535)
  Priority Application: US 9325397 19930225
Designated States: AU CA JP AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE
Publication Language: English
Fulltext Word Count: 99584

Fulltext Availability:
  Detailed Description

Detailed Description
... in a common
  contest, or a common learning experience, or in a
  common national survey, by way of example. The use
  of alternative network programs **inserted** in
  opportune-time slots,allows the central stations to
  insert the network programs within the regular
  broadcasting schedules of the respective central
  station in a...color
  @f a golf ball, or during a game, a prediction of
  how close the ball will come to the hole), and a
  WG@. 94119906
  PCTVU -S94fOI-S3S,
  32
  comparing of an actual response to an established
  response to determine if an actual response is
  acceptable. An acceptable response may be...

  17/3,K/9   (Item 8 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00156314
SIGNAL PROCESSING APPARATUS AND METHODS
DISPOSITIF ET PROCEDES DE TRAITEMENT DE SIGNAUX
Patent Applicant/Assignee:
  HARVEY John C,

Fulltext Availability:
  Claims

Claim
...   Such means and methods include techniques for
  encrypting programming and/or instructions and dbcrypting
  them at subscriber stations. They also include techniques
  20 whereby the **pattern** of the composition, timing, and location
  of embedded signals may vary in such fashions that only
  receiving apparatus that are preinformed regarding the
  patterns that...radio receiver techniques, well known in the
  art, and transfers said radio information to radio decoder,

  42 Radio decoder, 42, decoders the signal information
  10 **embedded** in said radio information and transfers said decoded
  information to a standard digital detector, 43. Said
  detector, 43, detects the binary signal information in said...

...controller, 44, and in predetermined fashions that may be
  changed by controller, 44..
  Figs 2C shows a signal decoder that. detects and
  processes signal information **embedded** in a frequency other
  than a television or radio frequency. A selected other
  frequency (such as a microwave frequency) is inputted to
  appropriate other receiver...
...controller, 39, 44, or 47, includes
  35 capacity for receiving, drganizing, and storing simultaneous
  @37
  inputs from multiple sources while inputting information,
  received and stored **earlier** , to said microprocessor capacity
  of controller, 39, 44, or 47. Said microprocessor capacity
  of controller, 39, 44, or 47, is of a conventional type, well...header
  register

23/3,K/1   (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01429948
Targeting advertisements to television terminals
Gezielte Weitergabe von Werbung an Fernseh-Endgerate
Publicites ciblees aux terminaux de television
PATENT ASSIGNEE:
   DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
      Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)
INVENTOR:
   Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
   Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
   McCoskey, John S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)
   Asmussen, Michael L., 2627 Meadow Hall Drive, Herndon, VA20171, (US)
LEGAL REPRESENTATIVE:
   Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
      Munchen, (DE)
PATENT (CC, No, Kind, Date):   EP 1207697 A1   020522 (Basic)
                               EP 1207697 B1   031210
APPLICATION (CC, No, Date):   EP 2001129434 990401;
PRIORITY (CC, No, Date): US 54419 980403
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
   LU; MC; NL; PT; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
RELATED PARENT NUMBER(S) - PN (AN):
   EP 1068729 (EP 99915198)
INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173
ABSTRACT WORD COUNT: 204
NOTE:
   Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text   Language   Update   Word Count
        CLAIMS A   (English) 200221   374
        CLAIMS B   (English) 200350   368
        CLAIMS B   (German) 200350   317
        CLAIMS B   (French) 200350   462
        SPEC A   (English) 200221   38731
        SPEC B   (English) 200350   38382
Total word count - document A   39112
Total word count - document B   39529
Total word count - documents A + B   78641

23/3,K/2   (Item 2 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01429947
Assigning targeted advertisements to multiple broadcast channels
Zuweisung gezielter Werbung an mehrere Rundfunkkanale
Affectation de publicites ciblees a plusieurs canaux de radiodiffusion
PATENT ASSIGNEE:
   DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
      Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)
INVENTOR:
   Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)

Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
McCoskey, John S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)
Asmussen, Michael L., 2627 Meadow Hall Drive, Herndon, VA 20171, (US)
LEGAL REPRESENTATIVE:
     Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
        Munchen, (DE)

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200221	319
CLAIMS B	(English)	200340	315
CLAIMS B	(German)	200340	286
CLAIMS B	(French)	200340	369
SPEC A	(English)	200221	38713
SPEC B	(English)	200340	38221
Total word count - document A			39039
Total word count - document B			39191
Total word count - documents A + B			78230

...SPECIFICATION network controller 214 in turn guide the signal processor
209 in combining and/or adding programming signals and advertisements for
transmission to the set top **terminals** 220.
     The **local** insertion component 246 of the signal processor 209 allows
the control CPU 244 to execute the instructions received from the
network controller 214 and insert any local programming and
advertisements. Once such regional programming and **advertisements** have
been **inserted** , the local insertion component 246 passes the various
signals to a multiplexer 248 that combines the various programming and
advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video
and audio signals to the set top terminals 220. The data extracted from
the cable **television** signals by the demultiplexer 242, which is also
sent to the control CPU 244, is transmitted to the set top terminal 220
using a separate...

...SPECIFICATION extracts data from the cable television signals and inputs
such data to the control CPU 244.
     The control CPU 244 exchanges control information with the **network**
controller 214, as shown at 211. This control information is exchanged
between the signal processor's control CPU 244 and the **network**
controller CPU 224. In particular, the **network** controller 214 and
signal processor 209 pass control information through the interface
linking the two CPUs in order to perform any modifications to the program
control information signal. The **network** controller CPU 224 oversees
such modifications, accessing various **network** control databases 226 for

controller 214, as shown at 211. This control information is exchanged
between the signal processor's control CPU 244 and the **network**
controller CPU 224. In particular, the **network** controller 214 and
signal processor 209 pass control information through the interface
linking the two CPUs in order to perform any modifications to the program
control information signal. The **network** controller CPU 224 oversees
such modifications, accessing various **network** control databases 226 for
guidance in instructing the signal processor's control CPU 244. The
instructions provided by the **network** controller 214 in turn guide the
signal processor 209 in combining and/or adding programming signals and
advertisements for transmission to the set top **terminals** 220.
    The **local** insertion component 246 of the signal processor 209 allows
the control CPU 244 to execute the instructions received from the
network controller 214 and insert any local programming and
advertisements. Once such regional programming and **advertisements** have
been **inserted** . the local insertion component 246 passes the various
signals to a multiplexer 248 that combines the various programming and
advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video
and audio signals to the set top terminals 220. The data extracted from
the cable **television** signals by the demultiplexer 242, which is also
sent to the control CPU 244, is transmitted to the set top terminal 220
using a separate...

  23/3,K/4   **(Item 4 from file: 348)**
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01097500
TARGETED ADVERTISEMENT USING TELEVISION DELIVERY SYSTEMS
GEZIELTE WERBUNG UNTER VERWENDUNG EINES FERNSEHVERTEILSYSTEMS
ANNONCE PUBLICITAIRE CIBLEE UTILISANT DES SYSTEMES DE DIFFUSION TELEVISUELS
PATENT ASSIGNEE:
  DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
    Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)
INVENTOR:
  HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
  BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
  McCOSKEY, John, S.,.4692 N. Lariat Drive, Castle Rock, CO 80104, (US)
  ASMUSSEN, Michael, L., 2627 Meadow Hall Drive, Herndon, VA 20171, (US)
LEGAL REPRESENTATIVE:
  Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
    Munchen, (DE)
PATENT (CC, No, Kind, Date): EP 1068729 A1 010117 (Basic)
                                EP 1068729 B1 020717
                                WO 9952285 991014
APPLICATION (CC, No, Date):   EP 99915198 990401; WO 99US7206 990401
PRIORITY (CC, No, Date): US 54419 980403
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
  LU; MC; NL; PT; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
RELATED DIVISIONAL NUMBER(S) - PN (AN):
  EP 1207697 (EP 2001129434)
  EP 1207696 (EP 2001129426)
INTERNATIONAL PATENT CLASS: H04N-007/173
NOTE:
  No A-document published by EPO
LANGUAGE (Publication,Procedural,Application): English; English; English

guidance in instructing the signal processor's control CPU 244. The
instructions provided by the **network** controller 214 in turn guide the
signal processor 209 in combining and/or adding programming signals and
advertisements for transmission to the set top **terminals** 220.
The **local** insertion component 246 of the signal processor 209 allows
the control CPU 244 to execute the instructions received from the
network controller 214 and insert any local programming and
advertisements. Once such regional programming and **advertisements** have
been **inserted** , the local insertion component 246 passes the various
signals to a multiplexer 248 that combines the various programming and
advertising signals. The output of the...
...transferred to RF modulator 250 that disseminates the composite video
and audio signals to the set top terminals 220. The data extracted from
the cable **television** signals by the demultiplexer 242, which is also
sent to the control CPU 244, is transmitted to the set top terminal 220
using a separate...

   23/3,K/3   (Item 3 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01429944
Targeted advertising in a cable television system
Gezieltes Werben in einem Kabelfernsehsystem
Publicite ciblee dans un systeme de television par cable
PATENT ASSIGNEE:
   DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
      Bethesda, MD 20814-3522, (US), (Applicant designated States: all)
INVENTOR:
   Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
   Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
LEGAL REPRESENTATIVE:
   Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
      Munchen, (DE)
PATENT (CC, No, Kind, Date):   EP 1207695 A1   020522 (Basic)
APPLICATION (CC, No, Date):   EP 2001129011 931202;
PRIORITY (CC, No, Date): US 991074 921209
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
   SE
RELATED PARENT NUMBER.(S) - PN (AN):
   EP 822718   (EP 97112080)
   EP 673579   (EP 94903360)
INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173
ABSTRACT WORD COUNT: 90
NOTE:
   Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
      CLAIMS A   (English)   200221   1064
      SPEC A   (English)   200221   21707
Total word count - document A   22771
Total word count - document B   0
Total word count - documents A + B   22771

...SPECIFICATION extracts data from the cable television signals and inputs
   such data to the control CPU 244.
      The control CPU 244 exchanges control information with the **network**

FULLTEXT AVAILABILITY:
Available Text   Language   Update   Word Count
        CLAIMS B   (English) 200229   1536
        CLAIMS B   (German)   200229   1311
        CLAIMS B   (French)   200229   1822
        SPEC B   (English) 200229   38778
Total word count - document A   0
Total word count - document B   43447
Total word count - documents A + B 43447

...SPECIFICATION extracts data from the cable television signals and inputs
   such data to the control CPU 244.
      The control CPU 244 exchanges control information with the **network**
   controller 214, as shown at 211. This control information is exchanged
   between the signal processor's control CPU 244 and the **network**
   controller CPU 224. In particular, the **network** controller 214 and ·
   signal processor 209 pass control information through the interface
   linking the two CPUs in order to perform any modifications to the program
   control information signal. The **network** controller CPU 224 oversees
   such modifications, accessing various **network** control databases 226 for
   guidance in instructing the signal processor's control CPU 244. The
   instructions provided by the **network** controller 214 in turn guide the
   signal processor 209 in combining and/or adding programming signals and
   advertisements for transmission to the set top **terminals** 220.
      The **local** insertion component 246 of the signal processor 209 allows
   the control CPU 244 to execute the instructions received from the
   network controller 214 and insert any local programming and
   advertisements. Once such regional programming and **advertisements** have
   been **inserted** , the local insertion component 246 passes the various
   signals to a multiplexer 248 that combines the various programming and
   advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video
   and audio signals to the set top terminals 220. The data extracted from
   the cable **television** signals by the demultiplexer 242, which is also
   sent to the control CPU 244, is transmitted to

   23/3,K/5   (Item 5 from file: 348)
   DIALOG(R)File 348:EUROPEAN PATENTS
   (c) 2004 European Patent Office. All rts. reserv.

   01037834
   Method and apparatus for gathering program watched data
   Verfahren und Gerat zur Erfassung von Programmeinschaltdaten
   Procede et appareil de collecte de donnees pour un programme regarde
   PATENT ASSIGNEE:
     DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
       Bethesda, MD 20814-3522, (US), (applicant designated states:
       AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)
   INVENTOR:
     Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
     Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
   LEGAL REPRESENTATIVE:
     Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
       Munchen, (DE)
   PATENT (CC, No, Kind, Date): EP 920208 A1 990602 (Basic)
   APPLICATION (CC, No, Date):   EP 99100566 931202;
   PRIORITY (CC, No, Date): US 991074 921209
   DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;

SE
RELATED PARENT NUMBER(S) - PN (AN):
   EP 673579 (EP 949033609)
INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;
ABSTRACT WORD COUNT: 72

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text   Language   Update   Word Count
      CLAIMS A   (English) 9922   6224
      SPEC A   (English) 9922   21746
Total word count - document A   27970
Total word count - document B   0
Total word count - documents A + B   27970

...SPECIFICATION extracts data from the cable television signals and inputs
   such data to the control CPU 244.
   The control CPU 244 exchanges control information with the **network**
   controller 214, as shown at 211. This control information is exchanged
   between the signal processor's control CPU 244 and the **network**
   controller CPU 224. In particular, the **network** controller 214 and
   signal processor 209 pass control information through the interface
   linking the two CPUs in order to perform any modifications to the program
   control information signal. The **network** controller CPU 224 oversees
   such modifications, accessing various **network** control databases 226 for
   guidance in instructing the signal processor's control CPU 244. The
   instructions provided by the **network** controller 214 in turn guide the
   signal processor 209 in combining and/or adding programming signals and
   advertisements for transmission to the set top **terminals** 220.
   The **local** insertion component 246 of the signal processor 209 allows
   the control CPU 244 to execute the instructions received from the
   network controller 214 and insert any local programming and
   advertisements. Once such regional programming and **advertisements** have
   been **inserted** , the local insertion component 246 passes the various
   signals to a multiplexer 248 that combines the various programming and
   advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video
   and audio signals to the set top terminals 220. The data extracted from
   the cable **television** signals by the demultiplexer 242, which is also
   sent to the control CPU 244, is transmitted to the set top terminal 220
   using a separate...

   23/3,K/6   (Item 6 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

00917890
Splicing compressed packetized digital video streams
Verfahren   zur   Verbindung   von   komprimierten   paketierten   digitalen
    Videostromen
Procede d'assemblage de flux de paquets video numeriques comprimes
PATENT ASSIGNEE:
   General Instrument Corporation, (1403172), 101 Tournament Drive, Horsham,
      Pennsylvania 19044, (US), (Applicant designated States: all)
INVENTOR:
   Chen, David, 78 South Traymore Avenue, Ivyland, Pennsylvania 18974, (US)
   Mao, Weidong, 206 Salem Ct. No. 12, Princeton, New Jersey 08540, (US)
LEGAL REPRESENTATIVE:

Hoeger, Stellrecht & Partner (100381), Uhlandstrasse 14 c, 70182
    Stuttgart, (DE)
PATENT (CC, No, Kind, Date): EP 837609 A2 980422 (Basic)
                             EP 837609 A3 010829
APPLICATION (CC, No, Date): EP 97117818 971015;
PRIORITY (CC, No, Date): US 734629 961018
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU;
   MC; NL; PT; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; RO; SI
INTERNATIONAL PATENT CLASS: H04N-007/24
ABSTRACT WORD COUNT: 13184
NOTE:
    Figure number on first page: 4

LANGUAGE (Publication,Procedural,Application): English; English; English

...ABSTRACT A2
    A secondary packetized data stream (IS), such as a commercial, is
spliced with a primary packetized data stream (MS), such as a **network
television** program. The system does not require decompression of the
data in the primary data stream, and is particularly suitable for use at
a cable system headend to allow the **insertion** of **commercials** from
local businesses into a nationally broadcast **television** program. When a
start signal (T(underscore)in)is received, a pre-splicing packet (700,
800, 900, 1000) of the primary stream is determined. The...

...of null packets (430) are inserted into the output stream (OS) at the
    transition point between the main program and the commercial to prevent a
    buffer overflow at a decoder (168) which receives the output stream
    (OS).

   23/3,K/7   (Item 7 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

00900974
Network controller for cable television delivery systems
Netzwerk-Steuerung fur Kabelfernsehverteilsysteme
Unite de commande de reseau pour systemes de diffusion de programmes de
    television par cable
PATENT ASSIGNEE:
   DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
      Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)
INVENTOR:
   HENDRICKS, John, S., Discovery Communications, Inc, 7700 Wisconsin Avenue
      , Bethesda, MD 20814-3522, (US)
   BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
LEGAL REPRESENTATIVE:
   Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538
      Munchen, (DE)
PATENT (CC, No, Kind, Date): EP 822718 A1 980204 (Basic)
                             EP 822718 B1 020619
APPLICATION (CC, No, Date): EP 97112080 931202;
PRIORITY (CC, No, Date): US 991074 921209
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
   SE
RELATED PARENT NUMBER(S) - PN (AN):
   EP 673579 (EP 94903360)
RELATED DIVISIONAL NUMBER(S) - PN (AN):

Available Text	Language	Update	Word Count
CLAIMS A	(English)	199806	2034
CLAIMS B	(English)	200225	1838
CLAIMS B	(German)	200225	1613
CLAIMS B	(French)	200225	2088
SPEC A	(English)	199806	21722
SPEC B	(English)	200225	20560
Total word count - document A			23760
Total word count - document B			26099
Total word count - documents A + B			49859

...SPECIFICATION network controller 214 in turn guide the signal processor
209 in combining and/or adding programming signals and advertisements for
transmission to the set top **terminals** 220.
    The **local** insertion component 246 of the signal processor 209 allows
the control CPU 244 to execute the instructions received from the
network controller 214 and insert any local programming and
advertisements. Once such regional programming and **advertisements** have
been inserted , the local insertion component 246 passes the various
signals to a multiplexer 248 that combines the various programming and
advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video
and audio signals to the set top terminals 220. The data extracted from
the cable **television** signals by the demultiplexer 242, which is also
sent to the control CPU 244, is transmitted to the set top terminal 220
using a separate...

...SPECIFICATION extracts data from the cable television signals and inputs
such data to the control CPU 244.
    The control CPU 244 exchanges control information with the **network**
controller 214, as shown at 211. This control information is exchanged
between the signal processor's control CPU 244 and the **network**
controller CPU 224. In particular, the **network** controller 214 and
signal processor 209 pass control information through the interface
linking the two CPUs in order to perform any modifications to the program
control information signal. The **network** controller CPU 224 oversees
such modifications, accessing various **network** control databases 226 for
guidance in instructing the signal processor's control CPU 244. The
instructions provided by the **network** controller 214 in turn guide the
signal processor 209 in combining and/or adding programming signals and
advertisements for transmission to the set top **terminals** 220.
    The **local** insertion component 246 of the signal processor 209 allows
the control CPU 244 to execute the instructions received from the
network controller 214 and insert any local programming and
advertisements. Once such regional programming and **advertisements** have
been **inserted** , the local insertion component 246 passes the various
signals to a multiplexer 248 that combines the various programming and
advertising signals. The output of the...
...transferred to RF modulator 250 that disseminates the composite video
and audio signals to the set top terminals 220. The data extracted from
the cable **television** signals by the demultiplexer 242, which is also
sent to the control CPU 244, is transmitted to the set top terminal 220

using a separate...

.

23/3,K/8   (Item 8 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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00637520
NETWORK CONTROLLER FOR CABLE TELEVISION DELIVERY SYSTEMS
NETZWERK-STEUERUNG FUR KABELFERNSEHVERTEILSYSTEME
UNITE DE COMMANDE DE RESEAU POUR SYSTEMES DE DIFFUSION DE PROGRAMMES DE
    TELEVISION PAR CABLE
PATENT ASSIGNEE:
  DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,
    Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)
INVENTOR:
  HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)
  BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)
LEGAL REPRESENTATIVE:
  Strehl Schubel-Hopf.& Partner (100941), Maximilianstrasse 54, 80538
    Munchen, (DE)
PATENT (CC, No, Kind, Date): EP 673579 A1 950927 (Basic)
                              EP 673579 B1 010221
                              WO 9414280 940623
APPLICATION (CC, No, Date):   EP 94903360 931202; WO 93US11616 931202
PRIORITY (CC, No, Date): US 991074 921209
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;
  SE
RELATED DIVISIONAL NUMBER(S) - PN (AN):
  EP 822718 (EP 97112080)
  EP 920208 (EP 99100566)
INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173
NOTE:
  No A-document published by EPO
LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
      CLAIMS B (English) 200108   3388
      CLAIMS B (German)   200108   2744
      CLAIMS B (French)   200108   4079
      SPEC B   (English) 200108   21696
Total word count - document A   0
Total word count - document B   31907
Total word count - documents A + B   31907

...SPECIFICATION extracts data from the cable television signals and inputs
  such data to the control CPU 244.
    The control CPU 244 exchanges control information with the **network**
  controller 214, as shown at 211. This control information is exchanged
  between the signal processor's control CPU 244 and the **network**
  controller CPU 224. In particular, the **network** controller 214 and
  signal processor 209 pass control information through the interface
  linking the two CPUs in order to perform any modifications to the program
  control information signal. The **network** controller CPU 224 oversees
  such modifications, accessing various **network** control databases 226 for
  guidance in instructing the signal processor's control CPU 244. The
  instructions provided by the **network** controller 214 in turn guide the
  signal processor 209 in combining and/or adding programming signals and
  advertisements for transmission to the set top **terminals** 220.
    The **local** insertion component 246 of the signal processor 209 allows

the control CPU 244 to execute the instructions received from the
network controller 214 and insert any local programming and
advertisements. Once such regional programming and **advertisements** have
been **inserted** , the local insertion component 246 passes the various
signals to a multiplexer 248 that combines the various programming and
advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video
and audio signals to the set top terminals 220. The data extracted from
the cable **television** signals by the demultiplexer 242, which is also
sent to the control CPU 244, is transmitted to the set top terminal 220
using a separate...

23/3,K/9   **(Item 1 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00237371   **Image available**
MULTIPLE MEDIA DELIVERY NETWORK METHOD AND APPARATUS
PROCEDE ET APPAREIL POUR RESEAU DE DISTRIBUTION A SUPPORTS MULTIPLES
Patent Applicant/Assignee:
  ESCH Arthur G,
  SINGER Edward A,
Inventor(s):
  ESCH Arthur G,
  SINGER Edward A,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9311635 A1 19930610
  Application: WO 92US9919 19921118   (PCT/WO US9209919)
  Priority Application: US 91929 19911203
Designated States: CA JP KR AT BE CH DE DK ES FR GB GR IE IT LU MC NL SE
Publication Language: English
Fulltext Word Count: 7464

Fulltext Availability:
  Detailed Description

Detailed Description
...   and control
  data, Sample content-data signals include cross channel
  cable promotions, advertisements, program guides, news, and
  information programming.

  The present invention differs from traditional
   television **networks** because the content-data preferably are
  distributed in a digital format versus analog. This permits
  the content-data signals to be transmitted at any time,
  stored in receiving computers at a **remote** site, and then
  displayed on one or more channels, Because each **remote** site
  is uniquely identified, the content-data signal can be
  customized to the geographic area in which the content-data
  signal is displayed. For example...

...can customize the
  promotion with the local channel number and time, In the
  same manner a standard Ford car advertisement can be
  customized by the **computer** with a **local** sound track and a
  map to the closest Ford dealer, Both the cable promotion
  and the Ford **ad** can be **inserted** thorough a witch into any

number of **networks** ,
The multiple media delivery **network** of the present
invention transmits form the headend equipment frames of
video, variable text that can be added to the video,
digitized audio, streams of text information, local display
schedules, control systems for laser disks and video tape,
and the actual software that drives the downlink equipment
of each **remote** site, The transmission schemes vary in
speed, but each alternative requires only a small portion of
a satellite transponder capacity, reducing space segment
cost to under 5% of a traditional video **network** .

Promotions, advertisements,
?

33/3,K/1   (Item 1 from file: 348)

01540379
Methods and apparatus for reproducing prerecorded and live works stored on
    a server
Verfahren und Gerat zur voraufgezeichneten und direkten Wiedergabe von auf
    einem Server gespeicherter Arbeiten
Procede et appareil pour la reproduction des oeuvres preenregistrees et en
    direct stockees sur un serveur
PATENT ASSIGNEE:
   Broadbus Technologies, Inc., (3854020), 180 Abbott Drive, Wheeling,
      Illinois 60090, (US), (Applicant designated States: all)
INVENTOR:
   Binder, Jeffrey, 1500 Christina Lane, Northbrook, Illinois 60062, (US)
   Scheffler, Robert, 851 Hatte Gray Court, Glen Ellyn, Illinois 60137, (US)
LEGAL REPRESENTATIVE:
   Hitching, Peter Matthew et al (74871), Haseltine Lake & Co., Imperial
      House, 15-19 Kingsway, London WC2B 6UD, (GB)
PATENT (CC, No, Kind, Date): EP 1283639 A1 030212 (Basic)
APPLICATION (CC, No, Date):   EP 2001306833 010810;
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
   LU; MC; NL; PT; SE; TR
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: H04N-007/173
ABSTRACT WORD COUNT: 100
NOTE:
   Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200307	1855
SPEC A	(English)	200307	7300
Total word count - document A			9155
Total word count - document B			0
Total word count - documents A + B			9155

   ...SPECIFICATION a commercial break is in progress, or delaying a request
   by a consumer 12, 14 until the commercial reproduction has been
   completed.
      The method of **advertising   insertion** can be accomplished in many
   ways. One such method is to combine the program with the advertising in
   the ram **cache** 46 or short term storage 42. Another method is to pause
   the broadcast of the program material at the **ad   insertion** point, and
   substitute the broadcast stream for an advertising stream. Upon
   completion of the transmission of an advertisement or a series of
   advertisements, the. transmission...

33/3,K/2   (Item 2 from file: 348)

00348900
Multimedia bidirectional broadcast system.
Zweirichtungsrundfunksystem fur mehrere Medien.
Systeme de radiodiffusion bidirectionnelle pour plusieurs media.

...SPECIFICATION therein a commercial and a program buffer 161 for
providing a wait time associated with a video signal from the video data
base for the **commercial   insertion** . The **commercial   insertion**
sequence is beforehand stored in the index of each video frame thus
recorded, and hence a mixer 162 reads out video data from the commercial
buffer 160 and the program **buffer** 161 according to the index so as to
pass a composite or mixed signal to a television monitor 114. With this
provision, a commercial and...displaying the video data from the program
buffer 161 on the television monitor, the subscriber monitors the index
added to the displayed frame. When a **commercial   insertion** point is
indicated by an index, the read operation on the program **buffer** 161 is
temporarily stopped and then an appropriate commercial is read out from
the commercial **buffer** 160 so as to be displayed on the television
monitor. However, depending on the content of the index, the commercial
and the program are displayed at the same time. In this case, the index
explicity includes a **commercial   insertion** coordinates on the monitor
screen. The mixer 162 reads the content thereof so as to effect a proper
operation to mix the images.
   Description will...read operations. There is disposed a mixer 162
including an access control unit 156, which receives index information 87
including a classification code of a **commercial** to be **inserted** or a
video data base, an identification code, the number of remaining frames
up to the **insertion** , a **commercial** mixing mode, and **commercial**

insertion coordinates so as to effect a search operation for the pertinent commercial or video data and to reproduce the obtained signal, thereby establishing a standby state. When the number of remaining frames in the index 87 becomes to be "0", the playback of the content of the commercial **buffer** 160 is initiated again and the reproduction on the program **buffer** 161 is temporarily stopped. However, if the **commercial insertion** mode is set as "mixing, the playback of the program **buffer** 161 is not interrupted, namely, according to the insertion coordinate code, a mixing control unit 157 operates a video multiplexer 158 within a field so...

...SPECIFICATION therein a commercial and a program buffer 161 for providing a wait time associated with a video signal from the video data base for the **commercial insertion** . The **commercial insertion** sequence is beforehand stored in the index of each video frame thus recorded, and hence a mixer 162 reads out video data from the commercial **buffer** 160 and the program **buffer** 161 according to the index so as to pass a composite or mixed signal to a television monitor 114. With this provision, ...displaying the video data from the program buffer 161 on the television monitor, the subscriber monitors the index added to the displayed frame. When a **commercial insertion** point is indicated by an index, the read operation on the program **buffer** 161 is temporarily stopped and then an appropriate commercial is read out from the commercial **buffer** 160 so as to be displayed on the television monitor. However, depending on the content of the index, the commercial and the program are displayed at the same time. In this case, the index explicity includes a **commercial insertion** coordinates on the monitor screen. The mixer 162 reads the content thereof so as to effect a proper operation to mix the images.

Description will...read operations. There is disposed a mixer 162 including an access control unit 156, which receives index information 87 including a classification code of a **commercial** to be **inserted** or a video data base, an identification code, the number of remaining frames up to the **insertion** , a **commercial** mixing mode, and **commercial insertion** coordinates so as to effect a search operation for the pertinent commercial or video data and to reproduce the obtained signal, thereby establishing a standby state. When the number of remaining frames in the index 87 becomes to be "0", the playback of the content of the commercial **buffer** 160 is initiated again and the reproduction on the program **buffer** 161 is temporarily stopped. However, if the **commercial insertion** mode is set as "mixing, the playback of the program **buffer** 161 is not interrupted, namely, according to the insertion coordinate code, a mixing control unit 157 operates a video multiplexer 158 within a field so...

...CLAIMS buffers related to said each subscriber.
3. A multimedia bidirectional broadcast system according to Claim 1 wherein for an adjustment of time associated with a **commercial insertion** :
each said subscriber system is provided with a mixer for effecting a change-over operation between a video signal of a program **buffer** and a video signal of a commercial **buffer** ; and
said main control unit in said broadcast station includes therein an access sequence table for controlling an access sequence for each subscriber.
4. A...

...CLAIMS 161) related to said each subscriber.
3. A multimedia bidirectional broadcast system according to Claim 1 wherein for an adjustment of time associated with a **commercial**

insertion :
each subscriber system (116, 120) is provided with a mixer (162)
for effecting a change-over operation between a video signal of a
program **buffer** (161) and a video signal of a commercial **buffer**
(160); and
said main control unit (106, 118) in said broadcast station
(115, 117) includes therein an access sequence table (155) for
controlling an access...

33/3,K/3   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00557602   **Image available**
METHOD AND APPARATUS FOR DELIVERING ELECTRONIC ADVOCACY MESSAGES
PROCEDE ET APPAREIL DE TRANSMISSION DE MESSAGES PROMOTIONNELS ELECTRONIQUES
Patent Applicant/Assignee:
  JUNO ONLINE SERVICES INC,
  SHAW David E,
  STONE Roger A,
  SASSON David M,
  ARDAI Charles E,
  MANI V S,
  SARAIYA Yatin P,
Inventor(s):
  SHAW David E,
  STONE Roger A,
  SASSON David M,
  ARDAI Charles E,
  MANI V S,
  SARAIYA Yatin P,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200020975 A1 20000413 (WO 0020975)
  Application: WO 99US23213 19991006 (PCT/WO US9923213)
  Priority Application: US 98103380 19981007; US 98206343 19981207; US
    99229965 19990114
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
  DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
  TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ
  BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT
  SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 17290

Fulltext Availability:
  Detailed Description

Detailed Description
... by the browser program. In some cases, this information may be flushed
  when the browser program is "off-line." However, additional content such
  as an **advertisement** is not automatically **replaced** in a web page and
  new, unseen content is not displayed as part of a web page when in such
  disconnected mode.

  Accordingly, there is...

33/3,K/4   (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00546954
INTERACTIVE TELEVISION CONTROL/OPERATING SYSTEM
SYSTEME INTERACTIF DE FONCTIONNEMENT ET DE COMMANDE DE TELEVISION
Patent Applicant/Assignee:
  DANMERE LIMITED,
  AUSTIN Kenneth,
Inventor(s):
  AUSTIN Kenneth,   .
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200010327 A1 20000224 (WO 0010327)
  Application: WO 98GB3140 19981021 (PCT/WO GB9803140)
  Priority Application: GB 9817421 19980811
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
  FI GB GD GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV
  MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG
  US UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT
  BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA
  GN GW ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 17420
Fulltext Availability:
  Detailed Description

Detailed Description
... a list of preferences created by the viewer.

  These preferred connnercials are stored in local memory in digital form
  and may be automatically inserted during **commercial** breaks **replacing**
  the normally transmitted **commercials** . Vaiile viewing commercials the
  viewer can mark a commercial as viewed, replay a commercial or indicate
  whether further information is required. If further infon-nation...

  33/3,K/5   (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00529152
A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED NETWORK-DISTRIBUTED
    ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT
TECHNIQUE DE MISE EN PLACE DE PUBLICITE REPARTIE SUR RESEAU ET DECLENCHEE
    PAR NAVIGATEUR, ET D'AFFICHAGE INTERSTITIEL DE PUBLICITE
Patent Applicant/Assignee:
  UNICAST COMMUNICATIONS CORPORATION,
Inventor(s):
  LANDSMAN Rick W,
  LEE Wei-Yeh,
Patent and Priority Information (Country, Number, Date):
  Patent: . WO 9960504 A1 19991125
  Application: WO 99US10707 19990514 (PCT/WO US9910707)
  Priority Application: US 9880165 19980515; US 99237718 19990126
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
  FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
  LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
  UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM
  AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM
  GA GN GW ML MR NE SN TD TG
Publication Language: English

Fulltext Word Count: 22724

English Abstract
  ...a client computer and subsequently displayed by that browser on an
  interstitial basis, in response to a click-stream generated by the user.
  An HTML **advertising** tag is **embedded** into a referring web page. This
  tag contains two components. One component effectively downloads from a
  distribution web server and persistently instantiates an agent at...

  ...browser which downloads advertising files originating from an AD
  management system residing on a third-party advertising web server, for a
  given advertisement into browser **cache** and subsequently plays those
  media files through the browser on an interstitial basis. The other
  component is a reference of the advertising management system. This...

Detailed Description
... the
  advertising files are to be downloaded. This latter
  reference totally "decouples" advertising content from a
  web page such that a web page, rather than **embedding**
  actual **advertising** content within the page itself -- as
  conventionally occurs, merely includes an advertising tag
  that refers, via a URL, to a specific ad management
  system rather...

  33/3,K/6   (Item 4 from file: 349)

00505693   **Image available**
INTERACTIVE DIGITAL RADIO BROADCASTING SYSTEM
SYSTEME DE RADIODIFFUSION NUMERIQUE INTERACTIF
Patent Applicant/Assignee:
  GENERAL INSTRUMENT CORPORATION,
Inventor(s):
  EYER Mark K,
  WALKER G Kent,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9937045 A1 19990722
  Application: WO 99US217 19990106 (PCT/WO US9900217)
  Priority Application: US 987295 19980114
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
  FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
  LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
  UG UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT
  BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA
  GN GW ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 14330
English Abstract
  ...interactive features, including skip forward and skip backward. In one
  embodiment, data is transmitted at a faster than real time rate and
  accumulated in a **buffer** (235, 240) at a receiver. The user can play a
  current track or skip to subsequent or earlier tracks. In another
  embodiment, two or more...

  ...service levels are provided so that paying subscribers can bypass some

. or all of the commercial messages, while non-paying subscribers can not
bypass the **commercials** . **Replacement** programming may be transmitted in
a portion of the bandwidth of the free service. At a receiver (200),
control data may be used with multimedia...
?

```
? show files
File    9:Business & Industry(R) Jul/1994-2004/Feb 12
          (c) 2004 Resp. DB Svcs.
File   15:ABI/Inform(R) 1971-2004/Feb 13
          (c) 2004 ProQuest Info&Learning
File   16:Gale Group PROMT(R) 1990-2004/Feb 13
          (c) 2004 The Gale Group
File   20:Dialog Global Reporter 1997-2004/Feb 13
          (c) 2004 The Dialog Corp.
File   47:Gale Group Magazine DB(TM) 1959-2004/Feb 12
          (c) 2004 The Gale group
File   75:TGG Management Contents(R) 86-2004/Feb W1
          (c) 2004 The Gale Group
File   80:TGG Aerospace/Def.Mkts(R) 1986-2004/Feb 13
          (c) 2004 The Gale Group
File   88:Gale Group Business A.R.T.S. 1976-2004/Feb 13
          (c) 2004 The Gale Group
File   98:General Sci Abs/Full-Text 1984-2004/Jan
          (c) 2004 The HW Wilson Co.
File  112:UBM Industry News 1998-2004/Jan 27
          (c) 2004 United Business Media
File  141:Readers Guide 1983-2004/Jan
          (c) 2004 The HW Wilson Co
File  148:Gale Group Trade & Industry DB 1976-2004/Feb 13
          (c)2004 The Gale Group
File  160:Gale Group PROMT(R) 1972-1989
          (c) 1999 The Gale Group
File  275:Gale Group Computer DB(TM) 1983-2004/Feb 13
          (c) 2004 The Gale Group
File  264:DIALOG Defense Newsletters 1989-2004/Jan 15
          (c) 2004 The Dialog Corp.
File  484:Periodical Abs Plustext 1986-2004/Feb W3
          (c) 2004 ProQuest
File  553:Wilson Bus. Abs. FullText 1982-2004/Jan
          (c) 2004 The HW Wilson Co
File  570:Gale Group MARS(R) 1984-2004/Feb 13
          (c) 2004 The Gale Group
File  608:KR/T Bus.News. 1992-2004/Feb 13
          (c)2004 Knight Ridder/Tribune Bus News
File  620:EIU:Viewswire 2004/Feb 12
          (c) 2004 Economist Intelligence Unit
File  613:PR Newswire 1999-2004/Feb 13
          (c) 2004 PR Newswire Association Inc
File  621:Gale Group New Prod.Annou.(R) 1985-2004/Feb 13
          (c) 2004 The Gale Group
File  623:Business Week 1985-2004/Feb 12
          (c) 2004 The McGraw-Hill Companies Inc
File  624:McGraw-Hill Publications 1985-2004/Feb 12
          (c) 2004 McGraw-Hill Co. Inc
File  634:San Jose Mercury  Jun 1985-2004/Feb 12
          (c) 2004 San Jose Mercury News
File  635:Business Dateline(R) 1985-2004/Feb 13
          (c) 2004 ProQuest Info&Learning
File  636:Gale Group Newsletter DB(TM) 1987-2004/Feb 13
          (c) 2004 The Gale Group
File  647:CMP  Computer Fulltext 1988-2004/Feb W1
          (c) 2004 CMP Media, LLC
File  674:Computer News Fulltext 1989-2004/Feb W2
          (c) 2004 IDG Communications
File  810:Business Wire 1986-1999/Feb 28
          (c) 1999 Business Wire
```

? ds

Set	Items	Description
S1	83042	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING)()(IN OR INTO) OR ENCLOS? OR REPLAC?)(3N)(AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S2	13123	(OVER()(LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRIT? OR INLAY OR COVERS)(3N)(AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S3	65387	WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET)()(TELEVISION? ? OR TV? ?)
S4	1673755	(PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT? ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?)(5N)(USER? ? OR SUBSCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S5	17171	(PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFOREHAND OR ANTECENDENT OR PREVIOUS)(5W)DISPLAY?
S6	192	(S1 OR S2)(S)(LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK(-)STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ? OR CLIENT?) OR (TEMP OR TEMPORARY OR LOCAL)(3N)(HARDDRIVE? ? OR HARD()(DRIVE? ? OR D...
S7	4	S6(S)(S3 OR S4 OR S5)
S8	3	RD S7 (unique items)
S9	3	S8 NOT PY>1999
S10	104	(S1 OR S2)(S)S3
S11	0	S10(S)(S4 OR S5)
S12	98	S6(S)(NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NETWORK? OR NET OR WEB OR WWW OR INTERNET)
S13	62	RD S12 (unique items)
S14	38	S13 NOT PY>1999
S15	4	S14(S)(TV OR TVS OR TELEVISION? ? OR TELE()VISION? ?)
S16	35	S10(S)LOCAL?
S17	13	RD S16 (unique items)
S18	7	S17 NOT PY>1999
S19	7	S18 NOT (S9 OR S15)
S20	854	AU=(GOLDMAN, P? OR GOLDMAN P?)
S21	0	AU=(KILLIANEY, M? OR KILLIANEY M?)
S22	3	AU=(ZIGMOND, D? OR ZIGMOND D?)
S23	433	CO=WEBTV
S24	4	(S20 OR S22 OR S23) AND (S1 OR S2)
S25	1	RD S24 (unique items)
S26	1	S25 NOT PY>1999

9/3,K/1   (Item 1 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2004 The Gale Group. All rts. reserv.

00128957   SUPPLIER NUMBER: 06967948   (USE FORMAT 7 FOR FULL TEXT)
Second Annual Directory of Human Resources Services, Products and
  Suppliers, January 1989. (directory)
Personnel, v66, n1, pD1(167)
Jan, 1989
DOCUMENT TYPE: directory   ISSN: 0031-5702   LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 120074   LINE COUNT: 14711

...   motivation factors:
      accomplishment, recognition, power,
      and affiliation. Uses: employee selection,
      succession planning, career development.
      $479.00. TEST PLUS: A comprehensive
      computer program for the Adult **Personality**
      Inventory, a multidimensional tool for
       personnel evaluation. Special feature compares
       individual results to a "model" **profile**
      created through **user** input. Unlimited
      use. $479.00.
      Samuel E. Krug, Ph.D., President National Association of Private
Psychiatric
      Hospitals, 1319 F Street N.W.,
      Washington, DC 20004...

9/3,K/2   (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

09491058   SUPPLIER NUMBER: 19314133   (USE FORMAT 7 OR 9 FOR FULL TEXT)
The 1997 ICON Awards. (best marketing by computer companies)(Marketing
  Computers)
Dennis, Kathryn; Graves, Lucas; O'Brien, Jeffrey M.; Taylor, Bill; Spooner,
John
ADWEEK Eastern Edition, v38, n15, pS3(15)
April 14, 1997
ISSN: 0199-2864   LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 7659   LINE COUNT: 00643

...   s the execution that makes this ad stand out. More than one judge
called it "clever" and others identified its "unusual" and "impactful"
design. The **ad** is an **insert** , the front page totally black except for a
folded piece of white paper with the words "The best thinking comes in the
smallest packages." That...

...the ad's purpose was to create a buzz about the 560 and perpetuate the
ThinkPad brand. "Computer advertising in general is to preserve the **cache**
of a brand," Segall says, noting that few brands "like the ThinkPad, have a
 personality to them."--Kathryn Dennis
      Client: IBM
      Agency: Ogilvy & Mather
      Creative head: Bill Hamilton
      Creative director: Ken Segall
      Art director: Patti Mi

Copywriter: Marc Lucas
Components...

9/3,K/3   (Item 1 from file: 608)
DIALOG(R)File 608:KR/T Bus.News.

00264219   Story Number: 6658   (USE FORMAT 7 OR 9 FOR FULLTEXT)
THE MIAMI HERALD ADVERTISING COLUMN
The Miami Herald
March 13, 1995 21:33 E.T.
DOCUMENT TYPE: Newspaper   RECORD TYPE: Fulltext   LANGUAGE: English
WORD COUNT: 399

...TEXT: Moscow office already handles a number of international clients
that are importing products into Russia including Proctor & Gamble and
British American Tobacco.
      To date, the **local** office has one **client** . The National
Confectioners
Association, based in Washington, has hired the firm to do Russian
consumer
market research on candy **preferences** .
specialize in the Hispanic market, have been invited to participate in the
review for Ford's $15 million Hispanic **advertising** account, The account
 covers Florida, Texas and California. The incumbent agency is Mendoza
Dillan,
Newport Beach, Calif.
      END!A7?MI-ADVERTISING-COL
?

04110819   SUPPLIER NUMBER: 18849443
Automating the future: software suppliers tackle multichannel, server
   sales. (multichannel automation systems for television
   broadcasting)(Special Report: Software)
Dickson, Glen
Broadcasting & Cable, v126, n47, p68(2)
Nov 11, 1996
ISSN: 1068-6827   LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 962   LINE COUNT: 00080

ABSTRACT: Multichannel automation systems for **television** broadcasting
and cable systems have become the focus of automation software suppliers.
Multichannel systems use video servers to manage playback and **commercial
insertion** , as well as more exotic functions such as special effects,
program acquisition, and **cache** management for several channels at once.
Leading software providers for multichannel automation systems include
Louth, Sony, Alamar, Pro-Bel, and Florical Systems.

00016093
VIDEO SERVERS ACCLAIMED FOR BUILDING REVENUE Systems grow opportunities
for advertising, on-demand uses
COMMUTER/REGIONAL AIRLINE NEWS
May 27, 1996   VOL: 4 ISSUE: 11 DOCUMENT TYPE: NEWSLETTER
PUBLISHER: PHILLIPS BUSINESS INFORMATION
LANGUAGE: ENGLISH   WORD COUNT: 536   RECORD TYPE: FULLTEXT

TEXT:
NEW YORK-Advances in video- **server** technology are offering
significant opportunities to achieve greater revenue via such
applications as zoned **advertising** **insertion** , near video-on-demand,
pay-per-view and hotel video-on-demand.
     Indeed, as digital **television** continues to mature, cable,
broadcast and telephone companies delivering interactive services will
increasingly rely on the technology to efficiently manage the flow of
video.
     Future applications as digital **networks** are completed will
include multi-channel programming and **Internet** broadcasting.
     Network equipment, which encompasses video **servers** , transmission
equipment and ATM (asynchronous transfer mode) switching equipment,
represents the largest slice of a burgeoning market for interactive
 television equipment and software, according to market researcher
Frost & Sullivan, Mountain View, Calif.
     Frost & Sullivan projects the market will reach $25 billion by
2001, with 52 percent of sales derived from the **network** equipment
segment. The researcher estimates that the subscriber equipment
segment (settop boxes, cable modems, interactive converters and
interactive compact disc players) will command 42 percent of the
market, with 6 percent going to non-embedded software. Additionally,

researcher 21st Century Research, Norwood, N.J., also has noted that video **servers** are creating opportunities for applications such as merchandising kiosks, distance training, training on demand and promotional presentations.

The video **server** eliminates the time-honored duty of popping in tapes, whether in the basement of a hotel to respond to lodgers' requests for movies, or for **inserting** geographic **advertising** , according to Ed McGrath, vice president engineering and chief technology officer, Sea Change International, Maynard, Mass.

Unlike tape decks, computer-driven video **servers** allow random access, fast turnaround and video quality, McGrath told a session on the latest trends in **server** technology at last week's Convergence Digital **Television** & **Internet** Conference.

McGrath said operators employing video **servers** should regard it as the "engine not the solution." The solution comes from the software, he said.

Indeed, Frost & Sullivan noted, "Software is the key to creating interactive applications and providing the operating environment for video. **servers** ."

The ability of the **network** to place small **servers** , or nodes, at the curbside to **cache** information is one of the key trends with **server** technology, said Thanos Mentzelopoulos, president and chief technology officer for Smithhills MultiMedia Systems Inc., Plano, Texas.

For instance, if demographic information shows that within a...

...opportunity for flexibility in advertising, Walsh said.

"What we have to do is find different ways to use interactiivity in advertising channels," Walsh said.

With **ad** **insertion** , companies can provide targeted geographic micro marketing to clusters of viewers based on their specific marketing interests, Walsh said.

Digital Applications For Video **Servers**

Cable

* MultiChannel/Zoned . **Ad** **Insertion**
* Near Video-On-Demand/PPV
* Hotel Video-On-Demand

Broadcast

* Commercial Playback **Cache**
* Pre/Post Production
* Time Delay/Banking
* Zoned Advertising
Source: SeaChange International
. . .

   15/3,K/3   (Item 1 from file: 608)
DIALOG(R)File 608:KR/T Bus.News.
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06649979   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Rhode Island Offers Most to Manufacturers, Survey Finds
William J. Donovan
Providence Journal-Bulletin, R.I

April 06, 1999
DOCUMENT TYPE: NEWSPAPER   RECORD TYPE: FULLTEXT   LANGUAGE: ENGLISH
WORD COUNT: 1228

...TEXT: developing a state's economy was simply the old real-estate adage
"location, location, location," then Rhode Island would be in need of a new
address .
According to a Florida consulting business, Rhode Island offers the best
combination of factors that chief executives value most when deciding upon
states in which...

...labor availability and poor tax structure," says Semradek. "That's just
the opposite of what they're looking for."
That Rhode Island should rank at **the   top** of any list related to
manufacturing is a bit surprising. Every year since 1984 the state has
suffered a loss in manufacturing employment, dropping from...
...Rhode Island is a very attractive place."
According to Site Selection magazine, an industry publication based in
Norcross, Ga., Rhode Island ranked 36th among the **states** in the number
of new or expanded manufacturing facilities from 1996 through 1998, taking
population into account.
Schriner of Deloitte & Touche says that despite **improvements** at T. F .
Green Airport and tax changes to make the state more attractive to
business, there is a lingering perception that Rhode Island needs to
improve its...defaulted on $29 million in state bonds. Yesterday was the
deadline for investors to bid on the Smithfield building.

Visit projo.com, the World Wide **Web** site of the Providence
Journal-Bulletin, at http:// www .projo.com/
(c) 1999, Providence Journal-Bulletin, R.I. Distributed by Knight
Ridder/Tribune Business News.

   15/3,K/4   (Item 1 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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0682866 96-40091   .
SeaChange helps advertisers target their market on cable TV
McCloy, Andrew P
Boston Business Journal (Boston, MA, US), V16 N4 p1
PUBL DATE: 960308
WORD COUNT: 851
DATELINE: Concord, MA, US, New England

TEXT:

     A new wave of cable TV advertising is proving to be a growth-booster
for a 3-year-old technology company in Concord.

     Privately held SeaChange Technology Inc. has already captured more than
60 percent of the nation's local cable TV market with its digital
advertising insertion machines that allow cable operators to snag a larger
share of local advertising money.

     The company's product, called the Video Server 100, lets cable TV
operators digitally insert **advertisements** targeted to specific
communities and even neighborhoods with "spot ads."
     For instance, a viewer in Newton watching CNN Headline News will see a
different commercial...

...5 million in 1994, its first year of sales. Revenue could hit $50 million this year.

SeaChange just recently signed a major deal with cable **TV** giant Tele-Communications Inc. and hopes to go public this year.

The company also outgrown its 6,700-square-foot headquarters in Concord and plans...

...to employ about 100 by the end of this year, up from 75 currently and only 25 in 1994.

"We're allowing advertisers on cable **TV** to target people where they live," said William Styslinger, president and CEO of SeaChange.

"If you compare cable to broadcast, cable does not get its fair share of revenue because it is awkward to do local **ad** **insertion** ."

Unlike videotaped **advertising** spots, which must be delivered by hand to cable substations, digitized ads can be beamed out via **computer** directly to **local** cable operators.

SeaChange systems carry a price tag of anywhere from $200,000 to $3 million.

But the cost is usually recovered within 12 to...

...faster turnaround for time-sensitive advertisers like supermarkets or furniture stores holding one-day-only sales," he said.

"The feeling out there is that digital **ad** **insertion** will take the cable **TV** advertising sales into the next century."

More than 12 million viewers across the country now watch local advertisements delivered by SeaChange products.

As in catching....

...do with timing.

The company was founded by Styslinger, Edward McGrath, vice president of engineering and chief technology officer, and Bruce Mann, vice president of **network** storage engineering.

All are former Digital Equipment Corp. executive.

They realized that cable operators like Continental and Time Warner would abandon the old analog, or...

...Styslinger said.

Indeed, SeaChange's technology opens up a wealth of opportunities for local cable operators.

In 1994, about $23 billion was spent nationally on **television** advertising, but local cable **television** operators received only $3.5 billion, according to industry figures.

Local cable operators hope to get a $10 billion piece of the pie by the

year 2000.

Typically, national cable channels allot local cable operators up to four minutes per hour for local and regional advertising.

With SeaChange's digital **ad insertion** systems, cable **TV** providers can now offer local advertisers greater scheduling flexibility and the chance to run spots at the last minute.

For example, special retail sales, lottery...

...Intel Pentium-based architecture, the SeaChange system digitizes video, compresses it and stores it on computer. The video then can be transmitted in seconds via **server** .

By comparison, traditional broadcasters, like the local affiliates of ABC, CBS and NBC, now run local advertisements, but they do so for the Boston area...

...for example.

Just last month, SeaChange signed its largest deal to date--a $6 million contract with TCI, one of the nation's largest cable **TV** providers.

TCI will use SeaChange's product to **insert advertising** in more than 40 markets, including metropolitan areas in Chicago, Pittsburgh, Baton Rouge, La., and Lexington, Ky.

Analysts are particularly bullish on the technology with recent Congressional passage of telecommunication reform legislation that allows Baby Bells and others to enter the cable **TV** market.

In fact, Styslinger says SeaChange will likely hold an IPO later this year in anticipation of future growth.

SeaChange also is pursuing markets overseas.

It recently sold products to TeleWest, the largest cable **TV** provider in the United Kingdom, covering 10 cities.

Last fall, the company also released its SeaChange Movie System, which enables viewers to order movies from their home via their **TVs** .

Known as video-on-demand, this technology will likely create the next wave of growth for SeaChange, Styslinger said.

In addition to its headquarters, SeaChange...
?

18/3,K/1   (Item 1 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2282672 Supplier Number: 02282672   (USE FORMAT 7 OR 9 FOR FULLTEXT)
SeaChange, Microsoft to link spots to Web
(SeaChange International launching system to allow advertisers to connect
   their cable TV ads to web sites)
Multichannel News, v 18, n 42, p 16
October 19, 1998
DOCUMENT TYPE: Journal   ISSN: 0276-8593   (United States)
LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 555

      (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
By JIM FORKAN

Cable advertisers will soon be able to link their **local** commercials to
the Internet, now that SeaChange International Inc.'s digital **ad -**
insertion system will be joined with "Interactive Television Links," a
technology developed by Microsoft Corp.'s **WebTV** Networks unit.

This hyperlinking technology will enable connections to the Web without
requiring new technology or significant new costs for cable operators,
SeaChange said in... .

18/3,K/2   (Item 2 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

1573643 Supplier Number: 01573643   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Microsoft links sites as networks buy
(Microsoft is preparing to relaunch its Microsoft Network on World Wide
   Web; company is pitching ad agencies in different areas: news, services
   and entertainment)
Advertising Age, v 67, n 33, p 16
August 12, 1996
DOCUMENT TYPE: Journal   ISSN: 0001-8899   (United States)
LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 455

      (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...to work with Intercast, technology developed by Intel Corp. that
provides live TV feeds to Web sites.

INTERACTIVE FORD ADS

Mr. Namer said he believes **PC - TV** will be ubiquitous in about three to
four years, and that at that time "we'll be **overlaying** interactive
material on **commercials** as well. If you see a Ford spot you'll click on
an icon that will give you more information about your **local** Ford
dealer."

He added that "interactive-enhanced" MSNBC is going to be much of what that
network is about when PC-TVs become widely distributed.

18/3,K/3   (Item 1 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06307192   Supplier Number: 54521066   (USE FORMAT 7 FOR FULLTEXT)
Internet will be the only network.
Rathbun, Elizabeth A.
Broadcasting & Cable, v129, n18, p43(1)
April 26, 1999
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 465

    ...   own a PC. Viewers' average age is 43, about what it is for
broadcast TV and about a decade older than the average Internet user.
        WebTV will start looking even more like broadcast TV as its January
deal with EchoStar allows for the **insertion** of **local**   **ads** . But
EchoStar's set-top box also will allow customers to skip ads as they replay
broadcasts. The ads are stored for viewing later. Actual...

18/3,K/4   (Item 2 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06232098   Supplier Number: 54264986   (USE FORMAT 7 FOR FULLTEXT)
NOTEBOOK.
Television Digest, v39, n13, pNA
March 29, 1999
Language: English   Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 1709

    (USE FORMAT 7 FOR FULLTEXT)
TEXT:
`...to court once again seeking reduction in $96 million per year they pay
ASCAP for music rights. TV Music License Committee, on behalf of 931 **local**
 TV stations, filed in U.S. Dist. Court, N.Y.C., starting rate-setting
process under consent decree between ASCAP and Dept. of Justice. Current...

...In filing, stations argued that reduced ASCAP fees were justified
because of changes in TV programming that had resulted in use of less music
in **local** and syndicated programs. Suit also said "audience reductions
over the last decade... justify a reduction in fees." Committee also asked
court to reduce per-program...interesting to individual viewers, already
are being developed by every major consumer electronics vendor, report
said, as well as Replay TV, TiVo and Microsoft's **WebTV** . PVRs will make it
easier to skip commercials, cutting ad viewing in half, report said, and
potentially usher in era of ubiquitous pay TV to **replace** lost **ad**
revenue. It predicted that 14 million U.S. households would own PVRs by
2004, growing to 80% within 10 years. Public broadcasters need digital
conversion...

...million so that stations can meet FCC passthrough requirements by 2003,
adding that award closer to PTV request of total $770 million would allow
more **local** services. Other $355 million would be provided through PTFP,
which is funded by Commerce Subcommittee. Porter said at close of hearing

that Subcommittee wants "to...

18/3,·K/5   (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

05888209   Supplier Number: 53079960   (USE FORMAT 7 FOR FULLTEXT)
SeaChange Enables Interactive Local Television Ads with Microsoft WebTV.
PR Newswire, p0563
Oct 13, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 522

     Ads Linked to World Wide Web
     MAYNARD, Mass., Oct. 13 /PRNewswire/ -- SeaChange International,
Inc.'s (Nasdaq: SEAC) digital video systems will enable **local** cable
television commercials to include Interactive Television Links, a
technology developed by Microsoft **WebTV** Networks, Inc. that links TV ads
to the World Wide Web. Interactive Television Links will be created through
SeaChange's Spot digital **ad** **insertion** systems, which currently are used
by cable operators to deliver approximately one million commercials on over
15,000 television channels worldwide every day.
     The SeaChange...

18/3,K/6   (Item 1· from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

02879153
Largest Exhibit to Date; CableNET '98 Focuses on Service Delivery Via
    Interoperable Modems, Digital Set Tops and Internet Phones
BUSINESS WIRE
September 21, 1998
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1395

     ... Philips will demonstrate its Streamcutter product, which is being
developed to conform to the expected SMPTE specification for splicing
MPEG-2 bit streams in digital **ad** and **local** program **insertion**
applications. Pioneer Electronic Corporation expects to display its Voyager
digital set-top box and an interactive program guide. It also plans to
demonstrate an IEEE...

18/3,K/7   (Item 1. from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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1013640 99-76767
SeaChange changes horses in mid-(digital) stream
Degnan, Christa
MASS HIGH TECH (Watertown, MA, US), V16 N44 p10
PUBL DATE: 981102
WORD COUNT: 555
DATELINE: Maynard, MA, US, New England

TEXT:

...its website along with its TV advertisements; WebTV can join the two.

These TV advertisements would include the WebTV tag through SeaChange's Spot digital **ad insertion** system. The SeaChange Spot System digitally encodes video, stores it in remote or **local** libraries, and **inserts** the **commercials** automatically and selectively into television network transmission streams.

Because it is digital, cable channels can easily split up the spots based on demographics, geography or...

26/3,K/1   (Item 1 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06307192   Supplier Number: 54521066   (USE FORMAT 7 FOR FULLTEXT)
Internet will be the only network.
Rathbun, Elizabeth A.
Broadcasting & Cable, v129, n18, p43(1)
April 26, 1999
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 465

...   decade older than the average Internet user.
     WebTV will start looking even more like broadcast TV as its January
deal with EchoStar allows for the **insertion** of local **ads** . But
EchoStar's set-top box also will allow customers to skip ads as they replay
broadcasts. The ads are stored for viewing later. Actual...
COMPANY NAMES: British Interactive Broadcasting Ltd.; Oracle Corp.; **WebTV**
?